

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXX

ROCHESTER, N. Y., AUGUST, 1919

No. 2

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RALPH T. OLCOFF
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC. 39 State Street, Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicle of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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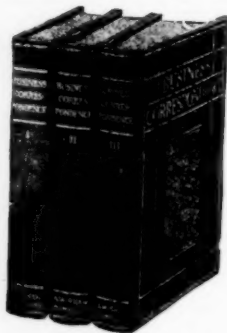
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Vol. XXX

ROCHESTER N. Y., AUGUST, 1919

No. 2

Nurserymen's Opportunity In the Reconstruction Period

By Dr. ALBERT F. WOODS, President Maryland State College

Mr. President and Members of the National Nurserymen's Association:

I deeply appreciate the honor of being invited to attend and address this great national body of men. I am more than fully repaid for the trip to have the opportunity to meet and rub shoulders with the great plant and tree propagators of this country. You are the men that start things. You supply the plants or young trees that, with proper treatment, give forth the fruits of the land. It is you who provide the plants and shrubs for our artificial decorations. How barren many sections of this country would be if it were not for our nurserymen. Yours is a business that is both commercial and aesthetic; yours is a business that appeals to the best that is in man. I consider the nurserymen of this country among our greatest benefactors. The nurserymen's business is full of hope and hope is one of our greatest attributes. You deal almost entirely with the young in plant and tree life and whenever we deal with young in plant or animal life we cannot but gain inspiration to look forward to the future.

I have been requested to discuss the nurserymen's opportunity in the reconstruction period. I would not pretend to discuss the many opportunities that lie before all of us who are directly interested in the great agricultural and horticultural industries of this nation; suffice it to say that I believe there was never a time in the history of this country when the nurserymen and farmers had a greater opportunity to render service and to enjoy the fruits of their labor. We gain from the world in direct proportion to what we give. We cannot live unto ourselves. One of the many good things that has come from this awful war is the broader vision that has opened up to everyone in our relations to one another and our sympathy for liberty-loving people of every land and more appreciation of our duties to mankind. We can render this service if we can make ourselves a little more efficient, our business more efficient and our organization more efficient. We can then appreciate a little more fully our relations with other business and realize to the fullest extent the need for co-operation and organization in all of our manifold undertakings.

Sometimes, some of us get an exaggerated idea of our rights and our neighbors' obligation, but if we turn this around and get an exaggerated idea of our obligation and our neighbors' rights we will find no difficulty in co-operating. We speak of the reconstruction period; it really is not a reconstruction period for this country,—it is a readjustment period. Even when we speak of the period of readjustment, we mean that now is the time for learning to do a number of new things and for doing many of the old ones much better than before. We do not mean reconstruction in a sense that we are first to wreck everything and

then proceed to rebuild the world out of the salvage.

The period through which we are passing, calls for the best that is in us. We must think right; we must have courage; we must have faith in the good things that are to come. This is a period when every man, every interest, every organization, must think constructively and to do this efficiently, problems must be attacked in an optimistic state of mind. We must remember that there is no standing room for the pessimist and that a healthy optimist provides a satisfactory vehicle for life's journey.

I take it that the largest opportunity at this time for each of us is to pour oil rather than sand upon the bearings that are rapidly turning the world. You know there are some who would rather put in sand than oil, just to hear the noise, even though it means an inevitable stopping of the machinery.

This is not a period to encourage class distinction, but class co-operation. Each industry must learn its dependence upon the other. I am a firm believer in farm organizations. We are doing everything to promote farm organizations in our state. We believe in it because it is the common sense method of accomplishing results in every walk of life. Everything is done by organized effort; but, organizations of farmers, of labor, of capital, of consumers who only organize to protect their interests, if they combine for the purpose of getting their rights, they all will miss their great opportunity which is to help evolve better ways of doing things.

If organized labor does not use its power to make labor more efficient to render greater service, then it will die sooner or later. Farmers' organizations, to live and prosper, must also look beyond the farm. They must consider the consumer and the various agencies between the producer and consumer. This does not mean that they cannot more efficiently serve the consumer or those using their products by organization if they have the proper ideals.

COST OF PRODUCTION

This brings me to a concrete suggestion that I want to make to the nurserymen of the country. How many of you here present know or believe you know what it costs to produce your nursery stock? The lack of information on the cost of producing farm and nursery products is one of the large problems that the war has emphasized in this country. I fear if some of you nurserymen knew the actual cost of conducting your business at present, you would make a number of changes in your practice or routine next year. The farmer, the nurseryman, the dairyman and all other agricultural producers should know the cost of production. This is another great opportunity for nurserymen and farmers to use their own best efforts and to see to it that the National Government, through the De-

partment of Agriculture, and the States through the State Colleges, are so provided financially to aid you in securing accurate costs of production.

The lack of this definite information has been the cause of much friction between various interests and consumers and unfortunately has often resulted in injustice to the producer. The cost of producing nursery stock has greatly increased during the past few years. Do you know how much? If not, how can you place a proper price upon your product? I hope that some steps can be taken to ascertain costs in the nursery business as is now being taken by the Government and States in other industries.

REDUCTION OF VARIETIES

I have often wondered in looking over catalogues, if it were really necessary for nurserymen to grow such a large number of varieties of the same fruit or plant. I believe the sooner we can come to standard varieties for different sections of the country, the better the grower is off and the better for the nurserymen. There is little to be gained, it seems to me, for a nurseryman to carry such an enormous list of varieties of peach and apples. Efficiency and standardization of the new age should cause you gentlemen to give the subject of a reduction in commercial varieties careful consideration. I am certain that many orchardists could adopt the practice of raising fewer varieties to advantage. A variety registration system would be helpful. It might be organized through the National Department of Agriculture.

STANDARDIZATION OF GRADES

We should make a united effort to secure Federal legislation, establishing proper grades of fruit. Nothing will improve the marketing of agricultural products generally and fruits in particular, so much as uniform grades and packages.

There are many state laws in existence,—some good and some indifferent, but state laws are not what we want for handling the apple and peach industry. Especially does this apply to apples. Uniform grades will establish confidence in the market for the product. There is a vast difference between grades and sizes. We can have any number of sizes, but the grades should be uniform.

While I realize that this discussion may not directly apply to the nurserymen, yet you are directly interested in the success of the fruit business and consequently your organization should lend its active support in promoting measures for the benefit of the grower and consumer.

CONTROL OF INSECT PESTS AND DISEASES

I approach a brief reference to these pests with a great deal of trepidation. I have known some nurserymen who seem to believe that insect pests and diseases were created as special tormentors to their business and that state entomologists and other state and national officials took special delight to harass the nurserymen. On the

other hand, I believe the nurserymen as a whole throughout the country have responded generously to the demands of modern times for the control of such pests and diseases as have threatened the industry from time to time. I am quite certain that no industry has suffered a greater proportionate loss from insects and diseases as the nursery industry. The responsible nurseryman who sticks to the fundamental policy that a purchaser of a tree or plant is entitled to receive a clean, healthy, good-rooted specimen, has had to contend with difficulties and losses.

There are many problems in the control of insect pests and diseases in the nursery that have not been solved. In fact, it seems to me we have made much more progress in the control of field or orchard pests than in those peculiar to the nursery.

I have been greatly disappointed that the pathologists have not yet learned to prevent the crown gall, a disease that has caused an enormous loss to the nurserymen. It is a disease over which, as yet, he has little control. No matter how much care the nurseryman gives to the seedlings or grafts, no matter how good the ground and cultivation at digging time, a large percent of the apple trees may be consigned to the brush pile on account of this disease. Unfortunately, this disease is also constantly giving trouble in the orchard. The same may be said of the wooly aphis, an insect which causes a severe loss annually to both nurserymen and orchardists.

These are both very old pests, but they serve to illustrate the opportunity in this field of science in behalf of the nursery and orchard business. I believe this national organization can be a very effective force in the future, for the encouragement of investigational work which may solve some of these problems.

REGULATION 37

I mention this subject with a still greater degree of hesitance. I have observed the various discussions of justice and injustice of the regulation that have appeared in the press from time to time since the announcement by the Federal Horticultural Board. I am not prepared to discuss the details pro and con, but I am confident that every nurseryman in this country believes in the general policy of preventing as far as possible, the introduction of injurious pests. We have enough with us at present. We should employ every method consistent with justice to the respective interests to prevent further introduction of foreign pests. While there may be many stocks or seedlings and plants that we are not now growing successfully in this country, I am among those who believe that we can produce somewhere, somehow, in this vast land of ours, the equal of plants raised in any other country.

The provision of permitting special stocks to be imported through the Federal Horticultural Board should provide for the entrance of necessary stocks and novelties from abroad. I know the Federal Horticultural Board has given very careful study to this problem and while there may be exceptions that seem to be unjustified, yet, the doubt, it seems to me, should be in favor of this country. I believe in taking an optimistic attitude when there is a doubt and I firmly believe that in a few years we will consider how near-sighted we were at this time to oppose a policy that is in the interest of our business and the country as a whole. I believe this regulation offers the nurserymen many opportunities to serve the nation.

EDUCATION

As I have mentioned, one of the great lessons we learned from this war is efficiency in our every day work. Education is the greatest hand maiden to efficiency. A large per cent of our drafted men could not read or write. Here lies the greatest opportunity for any body of forward looking men. In your business, the percent of education runs higher than in the general course of men because you are specialists. For this reason, the promotion of education among our people becomes a greater duty to you.

We must improve our rural schools. We must pay our teachers a better salary. It is clearly our duty to care for the health and education of the children of men. The future generation, the hope of our nation is dependent upon the opportunities we give to the children of the nation. Nothing is too good for them to fit them to better take the burdens that we will soon hand over to rising generations.

Let us improve our secondary schools; let us advance vocational education. As Dr. Holt recently said,—the same patriotism which sent American men to die for a democratic ideal is today demanding that American children be given an opportunity to live out that ideal.

We must advance agricultural education. Never in the history of the country has the importance of agricultural education been so emphasized as now. Never has the nation desired or needed the results of scientific investigation, as applied to agriculture and horticulture as it does now and will during the readjustment period.

We are fast approaching the time, if it is not already here, when agriculture will be taught in every school, in every grade from the humble one-room school house in the distant rural community to our highest universities in our greatest centers of population on a broader and bigger scale than ever before. It will be as universal in both rural and city schools as the English language is going to be in all public and private schools in our country. Agriculture is the one fundamental science with which all of our citizens should be familiar at least in part. The war has brought home to our people the need of a basic knowledge concerning production and conservation of food products. You would be surprised at the innumerable problems in agricultural science that have been taken up in connection with the war by the National Research Council, of which I have had the privilege of serving as Chairman of the Agricultural Committee.

THE LAND GRANT COLLEGE

We must see to it that our Land Grant colleges are adequately provided for in order that they may render the necessary service to the public during the new era that is before us. Not many years ago, a college graduate in agriculture was looked upon as somewhat of a luxury by the great mass of farmers. If he made good upon a farm, it was because his father backed him or because he had unusual luck; if he failed, it was because he was educated away from the farm and spent his time trying out the theories of some professor.

Now this attitude is all changed. The college graduate in agriculture is in the greatest demand. Farmers are depending upon these men as county agents in our extension work, to lead them right in this crucial period when a blunder, due to ignorance, means so much. Agricultural education, in many phases of agriculture, means the difference between success and failure.

The National Nurserymen's Association can wield a wonderful power for advancing education generally and agricultural education in particular among our people.

Remember that a country never goes backward when its agriculture is going forward and our agriculture can only go forward with the advance of agricultural education.

CONCLUSION

In conclusion, gentlemen, I have only touched upon a very few of the opportunities that lie before you individually and collectively, in the reconstruction or readjustment period that we are now passing through. You should take a leading part in assisting the Government to decide upon a policy for the rehabilitation of the returned soldier upon land. You should see to it that such a policy may be adopted that will first aid the soldier to begin life anew. We cannot do too much for him. He is not, however, a subject of charity. He is a hero who desires an opportunity to live and prosper among his fellow countrymen.

While we should develop our land resources as world-wide conditions demand, yet, we must see to it that all available unused land is brought under cultivation and properly manned before large new areas are reclaimed. I should be glad to have your body consider Maryland's policy in regard to this important matter.

We must improve labor conditions in the country. This is a large subject which I cannot discuss at this time. It is a problem, however, in which one and all can render a great service to agriculture.

As citizens and representatives of a large and important industry, you should study the great transportation problems of this country. This includes not only the future policy to guide the conduct of our railroads, but also means by which we can profitably use the great merchant marine that has been built by American genius and industry.

These and other problems of national import demand our attention.

Finally, let us put on the armor of righteousness and justice to all men and face the future with determination and faith; upholding the high ideals of American democracy and embracing every opportunity to render service to our fellowmen, to the great industry which we represent and to the perpetration of those ideals for which this great nation was established and for the defense of which our gallant heroes braved the dangers of the U-boat, machine gun, shrapnel, gas and liquid fire.

Can See Only Better Balance—Our range of houses is rather small, consisting of about 30,000 ft. altogether. We will grow more stock of all kinds this season than ever before. Most growers whom I know will do the same. Naturally there will be a shortage in some bulbous flowers. Better and more prosperous business will take care of this increased planting. I can see only a better balance between supply and demand, which means more stability to the floral business. John H. Baumann, Rahway, N. J.

Oregon Growers Co-operative Association, Portland, Ore.—There are approximately 8000 fruit growers in Oregon and about 25,000 acres producing at this time. It is estimated that there will be 75,000 acres in fruits, berries and nuts as new ground is constantly being put under cultivation. Acreage now assured amounts to 35,000 acres of prunes, 20,000 acres of apples and pears, 8000 acres of other fruits and berries and 6000 to 8000 acres of walnuts. Last year's crop of raspberries, loganberries, blackberries, gooseberries and strawberries alone totaled \$6,000,000, and it is expected to be more than double this season.

Legislation

A Bill of Doubtful Feasibility

Following are expressions of opinion on the bill introduced in Congress by L. C. Cramton of Michigan providing for the naming and labeling of nursery stock under penalty of imprisonment and fine, the text of which was published in the last issue of the *American Nurseryman*:

Storrs & Harrison Co., Painesville, O.—"The requirement of a label, stating the name of the grower and place where grown, is practically impossible. Every wholesale nurseryman, and practically every retail nurseryman, buys stock from different parties, and some of it passes through three or four hands before it is finally delivered to the planter. To keep a card record and a label that told the truth about every tree, shrub and plant that was shipped, where it was grown, and who did grow it, would be utterly impossible in the rush of the busy season.

"Where nursery stock is sold at fair prices, and proper precaution is taken by the sellers to protect their stock in every way, there is no reason why the orchardists should not, on a square deal, take their chances on a guarantee of replacement or refund of money, in case errors should be made. If they want insurance on their stock to be true to name, they should be willing to pay enough extra to cover."

W. T. Hood & Co., Richmond, Va.—"This measure, if enacted into law, would prove a great hardship on nurserymen generally, although no concern would object to attaching tags to trees, shrubbery, etc., sent out by them, stating the true, accepted and correct name of variety, the concern shipping stock, and place where it was grown, if such stock is grown by the concern shipping the same. The objection to the measure, as we see it, would arise in instances where one concern purchases stock from another.

"We label all trees, and guarantee the varieties true to label. This is done by all nurserymen. But to label a tree which we might secure from another nurseryman, with a tag showing the name of concern from whom we purchased, his address, etc., would be bad business, indeed, and would mean the practical elimination of some of our best nurserymen. The purchaser of such stock would immediately infer, after seeing such labels, that the nurseryman from whom he purchased his stock was simply a middleman or dealer, and was not a grower to any extent, and in future, when wanting stock, he would write for quotations and place his orders with the concern who grew such varieties as were shown by name on label, thus causing a loss of business to the original nursery of whom he purchased.

Sherman Nursery Co., Charles City, Ia.—"We consider the measure referred to in your issue of July 1st, as thoroughly objectionable from the fact that it would be next to impossible for a nurseryman to prove himself innocent, should action be brought against him, years after the goods were delivered. There is no need for any such legislation as this, as the laws with regard to fraud in most every state are sufficient to cover anything of this kind."

Princeton Nurseries, Princeton, N. J.—"We consider the proposed bill of Congressman Cramton of Michigan absolutely impractical and impossible to enforce. A law

such as this would practically prohibit interstate commerce in nursery stock. If there is any way in which we can help in having justice done to the nursery trade, we would be only too glad to do so."

Aurora Nursery Co., Aurora, Ill.—"Concerning a bill introduced into the House of Representatives by Congressman Cramton, of Michigan, as per your issue of May 24, I do not believe that the bill in its present form will get very far. There is no reason why there should be a penalty for shipping stock which is untrue to label. There has been altogether too much wrong committed, and it is now time that nurserymen generally should see to it that the business of growing and selling nursery stock should rise to a very high level. I do not think, however, that we have very much need to worry over the passage of such a law, and it ought to be called strongly to the attention of the Legislative Committees of the American Association of Nurserymen, and the Society of American Florists."

William H. Moon Co., Morrisville, Pa.—"It occurs to us that we should not take exception to the act, as any of us, attempting to do a legitimate business, intend to use every effort and precaution that we can, to label our products truthfully. We, of course are not fond of having penalties put over our head, when any employee should carelessly, or any one intentionally, in our organization, mislabel a plant. These things will sometimes happen, without the management's knowledge.

"We do, however, believe that the majority of nurserymen use every precaution possible to label their products honestly. This law will not affect such, unless mistakes inadvertently occur. It will, however, tend to make some people a little more careful, for it has been reported, that in the rush of seasons, rhubarb roots have been sent out for paeonies, or gooseberries for Persian yellow roses. Practices like this we have to stop, and it is well that it should be so."

"Will not this act do for nurserymen, very much the same thing the pure food and drugs act has done for those industries? If it will, we do not think that we should oppose the act. We would very much dislike to be put in a position of opposing an act which, after all, merely requires honesty, of a firm or individual."

The Steenerson bill recently introduced in Congress provides that under such regulations as the Postmaster General may prescribe, fourth class matter of obvious value which is of a perishable nature may be forwarded to the addressee at another post office, where charge is made for the amount of the forwarding postage, or when such matter of a perishable nature is undeliverable it may be returned to the sender who is then charged for the return postage.

Rather late in the day, Belgium has asked that an American agent be sent to that country to examine plants to see if they are not free from injurious insects and diseases, in the hope that Quarantine 37 may be withdrawn. The authorities there contend that as America has made no direct importations of plants from Belgium for three years, it is unfair for our government to assume the presence of injurious insects and diseases in the Belgian fields and nurseries. The Florists' Exchange thinks this is a logical argument!

There are about one thousand persons engaged in the commercial plant industry of California; the annual turn over of nursery products of that state is believed to be \$4,000,000.

Prune Yields in Western Oregon

By KNIGHT PEARCY, Salem, Ore.

C. A. Hercher, Dillard, Oregon, 7 acres, old trees, 4 acres young Italians. 1916, 63,000 lbs. or 5727 per acre; 1917, 29,000 or 2636 lbs. per acre; 1918, 57,200 lbs. or 5200 lbs. per acre.

Ed. Jory, Salem, Oregon, 80 acres, old trees, 118 tons 1918.

Geo. Webber, Roseburg, Oregon, 9 acres 1903 trees, 7 or 8 years old, 2960 per acre; 1904, 2000 lbs. per acre; 1906, 3842 lbs.; 1907, 1564 lbs.; 1908, 4444 lbs.; 1909 blank; 1910 2543 lbs.; 1911, 1444 lbs.; 1916, 6666 lbs.; 1917, 2124 lbs.; 1918, 4444 lbs.

Ed. Dencer, Salem, Oregon, 10 acres 7 years old and 20 acres 11 years old in 1918, 11 tons; 1917, 22 tons; 1918, 55 tons.

Mrs. Riddle, Riddle, Oregon, 12 acres, old trees, 1916, 6500 lbs per acre; 1917, 2333 lbs.; 1918, 2733 lbs per acre.

Fred Groner, Hillsboro, Oregon, old trees, manured heavily, 1918, \$1248 gross; 1916 \$658.99 gross.

L. H. Roberts, Salem, Oregon, 20 acres, old trees, 1918, \$1248 gross; 1916, \$658.99 gross.

W. C. Harding, Winston, Oregon, 40 acres, old trees, 1915, 2625 lbs per acre; 1916, 4800 lbs; 1917, 2500; 1918, 3625 lbs.

Ralph Gibson, Selem, Oregon, 5 acres, old trees. Yearly yields, 8 tons, 2 tons, 7 tons, 12 tons. Average 6.4 tons for 5 years.

A. W. Moody, Vancouver, Washington, 20 acres, old trees, 1916, 60 tons; 1917, 40 tons; 1918, 65 tons. Average 55 tons.

Fred Ewing, Salem, Oregon, 240 acres, old trees, 4 year record, 320 tons; 150 tons; 150 tons; 360 tons. Average 245 tons.

F. M. Curtis, Roseburg, Oregon, 3 acres, 25 year old trees, 1912, 8000 lbs per acre; 1916, 4666 lbs; 1917, 4666 lbs; 1918, 4166 lbs.

H. Neuens, Salem, Oregon, 2 1/2 acres, old trees, never manured, cover-cropped or fertilized, 1916 between 5 and 6 tons; 1917, 3 tons; 1918, 8 tons; has had 9 tons.

The average yield of Willamette valley orchards, year in and year out, including both good and poor orchards those that are well cared for as well as those that are given poor care and those that are poorly located as well as those that are well located is about a ton per acre. Well located and well cared for orchards will exceed this figure by 50%.

The horticultural division of the New York Agricultural Experiment Station, Geneva, N. Y., reports that during '918 experiments in breeding apples, pears, grapes, raspberries and other small fruits continued with indications of valuable results with all of these plants, both as a study of inheritance in the plants and as a means of producing new varieties, a number of which are now under test at the Station and elsewhere. The Station has produced valuable new varieties of fruits in the past, and has been confronted with the problem of distributing these to the people of the State in an effective way. Recently a corporation has been formed for the purpose of accomplishing such distribution of our new varieties that are worthy of attention by growers. This is not to be a money-making organization, but through it it is hoped to place within reach of the fruit-growers of the State such new varieties as secure commendation on the Station grounds and elsewhere.

Prices in nursery advertisements in this publication are for nurserymen only. This does not include advertisements of books or other articles.

What Ornamental Nursery Stock is Doing

The Growing and Preparation of Evergreens and Their Uses In Landscape Gardening

By C. L. SEYBOLD, Forester, Dept. of Parks, Wilkes-Barre, Pa., before American Association of Nurserymen

Under this heading I shall restrict myself to all such conifers as are generally known and grown by nurserymen in the zone from the lower Middle Atlantic States to Canada.

We know, of course, that all conifers prefer a well-drained loamy soil that is moderately rich, but most of them prefer a light soil that is open and porous.

If the more delicate and half hardy kinds cannot be given such soil, don't plant them. Far north and in exposed positions we often find comparatively hardy kinds unable to winter through, and, on account of the growing season being shorter, the season's growth does not ripen sufficiently to pull them through.

All evergreens that are not carefully bur-lapped and kept moist during the period of transportation generally arrive in a damaged condition. However, most of the damage is done by careless handling on the part of railroad employees. The trials and tribulations of the nurserymen have been very severe during the past few years; but better times are coming we hope.

The general public seems to be afraid to order evergreens on account of the large percentage of losses. It is true, there are some varieties, especially the Pines, Cedars, some Spruces, Cypress and others that are hard to transplant in larger sizes, but this difficulty can be overcome by giving preference to such stock that has been root-pruned in the nurseries.

I have seen car lots of pines killed by prolonged trips and careless railroad handling. Upon examination, I found that the resinous turpentine-like sap had almost petrified in the wood which shrivelled up and choked them; they became a total loss.

I am sure the sale of evergreens could be doubled by inaugurating an educational campaign in their behalf, for there is nothing growing in Mother Earth that can surpass them in beauty and stateliness.

In speaking of plant value for high class ornamentation, they are in my opinion in a class to themselves. I cannot emphasize too strongly the necessity of root pruning evergreens. It saves the fine specimens and therefore it pays to do it.

Every kind of tree, either evergreen or deciduous growing to a large size, when finally planted out at an age of four or five years, and having remained one or two years in the seed bed and two to three years in the nursery rows grows better than at any other subsequent period.

There are many kinds of smaller coniferous shrubs and plants that should be grown in greater quantities some of which have become extremely scarce such as:

The upright *Taxus baccata* erecta, *T. Fastigiata* or Florence Court Yew, *T. fructu-lutea*, a very handsome golden fruited, *T. canadensis* variegata and the *Taxus baccata* variegata.

There are many *Thuyas*, *Biota* and *Thuyopsis* of exceptional merit. *Yuccas*, *Japan Holley* (*Mahonias*), and American-grown holly, among others work in well to the front lines of coniferous borders. Hollies should be transplanted in early fall with a ball of earth. They will make fresh roots

before winter and will start out good and strong in spring with new fibrous roots.

The Junipers show many habits, prostrate, upright, globe, dwarf compact, white, golden and variegated. They are extensively used in rock and Japan gardens and in well-drained coniferous borders with the Alpine Forest Heath with evergreen perennials and grasses to fill in.

As to the proper period of planting, I have, under certain conditions and very frequently advocated early fall planting, a semi-dormant period with excellent results, and where new growth has well ripened I have given early fall planting the preference.

In case of extreme dryness, a thorough watering or puddling,—this should not be overlooked. This will start the plant at once into renewed root action and will become well-established before winter sets in. When the ground is slightly frozen, a mulch of litter, leaf mould, evergreen bough, or straw wrappings will protect your fine specimens against dry winds and severe cold.

Heavy irregular coniferous borders are often planted very dense for mutual protection and with the object in view of thinning them out later, and for immediate effect. Unless such work is done judiciously by a careful planter with the creative idea for permanent offset, the job may turn out a failure. The various characteristics, skyline and general effect should be carefully studied before hand. For this reason, experienced nurserymen and landscapers make it a point to keep on hand cross-section sketches of previous successful plantings.

These planting sketches can be used over and over again with some slight alterations to suit certain condition. They may show an artistic intermingling of the pyramidal, pendulous, globe and prostrated forms, as well as the glaucous bronze, golden and variegated varieties. All must be judiciously balanced with the much greater number of green tints.

The smaller city or suburban home grounds may be ornamented in the same manner on a smaller scale by using the many kinds of dwarf and other coniferous shrubs and plants. It is always of interest to the nurseries to note the evergreens that thrive best in city yards under certain conditions such as soil and climate.

Buxus sempervirens used in bordering beds is quite hardy when thoroughly established, but it must be protected from the wind and sun for two winter seasons after planting.

Evergreen privets *ligustrum lucidum* and *L. Japonicum* thrive well under similar conditions. These two, however, are not as hardy as the Box and *Euonymus*. The Am. Holly (*Ilex opaca*) is the only true and reliable holly. When transplanting these, they should be severely pruned; this is generally overlooked.

Rhododendron beds bordered with *Pieris alba floribunda*, known also as *Andromeda floribunda* should be used and grown more extensively. This is a valuable plant for bordering purposes. Another variety is the

P. japonica. Pink and white *Daphne*, *Yuoca* and *Enonymous* green and variegated (*E. radicans*.)

The hardy dwarf *Azalias* with their deep green foliage and bright flowers. The *Kalmias* and others are good border plants for *Rhododendron* and small evergreen beds.

The planting for wind breaks should be advocated more than it is. In Colonial times it received more attention than it does now. *Picea alba*, *P. excelsa*, Norway Spruce, Hemlock should be used more for this purpose, even Cypress, Cedars and Siberian Arbor Vites lend themselves for wind-breaks, screens and hedges.

It is pleasing to note that our people are constantly giving more careful attention to the proper surroundings of their homes. They realize the value of improved modern planting as against the old time formal designs, and landscape gardening is fast taking its place as an advanced art.

The old Colonial garden parks of the North and South have a claim to charm and sylvan beauty. There are many stately old homes with wonderful specimen evergreens, cypress, magnolia, elms, oaks, black walnut.

Long stretches of treeless country roads or connecting avenues between towns and cities that are planted in deciduous trees, may have evergreen trees, such as spruce, pines, piceas or cypress planted between them, one deciduous and one evergreen alternately.

The idea of memorial tree planting is one of the most fitting and inspiring that has yet been conceived by a patriotic people. Sentimentally and from the standpoint of practicability what finer monuments could be reared in commemoration of the sacrifice and glory of those who gave the last full measure of devotion for their country.

Restrictive legislation has harmed the nursery business to some extent. It is hoped that it will soon be removed. The Government should do everything to encourage this great branch of horticulture.

The planting of window and balcony boxes containing small coniferous plants should become more general. There has been, however, some complaint on the part of some, that many plants would have to be replaced several times a season to keep them looking presentable.

Then again, the expense of too frequent re-planting at hotels and private homes has caused many to discard them altogether. This should not be. The remedy is readily found in the proper selection. Let us try small boxes containing dwarf conifers and hardy ivys, these could be designed so as to enable the owner to remove them from the open to indoors on the order of Japanese style. Thousands of such boxes can be sold by enterprising firms. It will help to popularize coniferous plants.

Every nursery should have show grounds conveniently located near the main entrance exhibiting the different varieties of evergreens that are catalogued and grown in the nursery. No attempt need be made to show landscape effect as straight rows con-

Continued on page 42)



Hill's Choice Evergreens Etc.

FALL 1919—SPRING 1920

A GOOD ASSORTMENT OF VARIETIES IN YOUNG STOCK

We are now booking orders for the following stock in approximate sizes for shipment Fall 1919—Spring 1920. Prices sent on application. Make your reservation early. Hill's over 64 years in business is your guarantee of complete satisfaction and a square deal.

Visit our Nursery and get acquainted with American growers and American Grown Stock. Hill's Nursery is only 38 miles from Chicago, via Electric or C. & N. W.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—Give every customer complete satisfaction.

EVERGREEN SEEDLINGS AND ROOTED CUTTINGS

Variety.	Size Inch.
Abies Douglassi	2-5
" "	4-6
" "	6-10
Juniper Canadensis	4-6
" "	6-10
Juniper Communis	6-10
Juniper Communis Hibernica	2-5
Juniper Communis Suecica	2-5
Juniper Sabina	4-6
Juniper Virginiana	4-6
" "	6-8
" "	8-10
" "	10-12
Larix Europea	6-8
" "	8-10
" "	10-12
Picea Alba	4-6
" "	6-10
Picea Excelsa	2-5
" "	4-6
" "	6-10
Picea Pungens	3-5
" "	4-6
Pinus Austriaca	4-6
Pinus Banksiana	4-6
" "	6-10
Pinus Montana Uncinata	10-12
" "	2-5
Pinus Ponderosa	3-5
" "	4-8
Pinus Rigida	2-4
" "	4-8
Pinus Strobus	2-5
" "	4-6
Pinus Sylvestris	4-6
" "	6-8
Thuya Occidentalis	4-6
Thuya Orientalis	6-10
" "	10-12

DECIDUOUS TREE SEEDLINGS AND CUTTINGS

Variety.	Size Inch.
Acer Saccharum	6-12
" "	12-18
Acer Spicatum	12-18
Aesculus Hippocastanum	12-18
Betula Al.	12-18
" "	18-24
Betula Lutea	6-12
" "	12-18
Betula Papyrifera	12-18
" "	18-24
Crataegus Mollis	6-12
Crataegus Punctata	6-12
Fraxinus Americana	12-18
Juglans Nigra	12-18
Liriodendron Tulipifera	6-12
" "	12-18
Malus Coronarius	6-12
Morus Tatarica	6-12
Prunus Cerasus Serotina	12-18
" "	18-24
Prunus Serrulata	12-18
Quercus Rubra	6-12

Variety.	Size Inch.
Salix Babylonica	18-24
Salix Diamond	18-24
Salix Dolorosa	18-24
Salix Elegantissima	18-24
Salix Niobe	18-24
Salix North Star	18-24
Salix Pentandra	18-24
Salix Regalis	18-24
Salix Ural	18-24
Salix Vitellina	18-24
Sorbus Americana	6-12
" "	12-18
Tilia Americana	6-12
" "	12-18
Tilia Platyphyllos	12-18
Ulmus Americana	18-24
" "	24-36

SHRUBS AND VINES SEEDLINGS AND ROOTED CUTTINGS

Variety.	Size Inch.
Amorpha Frutescens	6-12
Ampelopsis Velutina	2 yr.
Berberis Thunbergii	6-12
" "	12-18
Cornus Amomum	12-18
" "	18-24
Cornus Paniculata	12-18
" "	18-24
Cornus Sanguinea	6-12
Cornus Sibirica	4-8
Deutzia Crenata Candidissima Pleno	4-8
Deutzia Crenata Flore Rosea Pleno	4-8
Deutzia Crenata Pride of Rochester	4-8
Deutzia Gracilis	4-8
Deutzia Gracilis Campanulata	4-8
Deutzia Gracilis Exima	4-8
Deutzia Gracilis Multiflora	4-8
Deutzia Lemoine	4-8
Hydrangea P. G.	6-12
Ligustrum Amurensis	6-12
Ligustrum Polishii	6-12
Ligustrum Regelianum	6-12
Lonicera Fragrantissima	6-12
Lonicera Morrowi	6-15
Mahonia Aquifolium	6-8
" "	8-10
Pachysandra Terminalis	4-6
Philadelphus Coronarius	6-12
Philadelphus Coronarius Grandiflora	6-12
Rhamnus Cathartica	6-12
Rosa Multiflora	12-18
" "	18-24
Rosa Wichuriana	12-18
Spiraea Froebellii	6-12
Spiraea Opulifolia	6-12
Spiraea Opulifolia Aurea	6-12
Spiraea Van Houttei	6-12
Symphoricarpos Racemosis	6-12
Symphoricarpos Rubra	12-18
" "	18-24
Syringa Persica	6-12
Syringa Persica Alba	6-12
Syringa Vulgaris	6-12
" "	12-18
Vitis Americana	12-18
Weigela Rosea	6-12
Wisteria Brachybotrys	12-18

ONCE TRANSPLANTED EVERGREENS

Variety.	Size Inch.
Abies Douglassi	6-8
Juniperus Communis Hibernica	6-8
Larix Occidentalis	10-12
Picea Alba	6-8
" "	8-10
Picea Engelmanni	4-6

Variety.	Size Inch.
Pinus Ponderosa	6-8
Retinospora Pisifera Aurea	6-8
" Plumosa Aurea	6-8
Thuya Occidentalis	6-8
" "	8-10
Thuya Occidentalis Ellwangeriana	6-8
Thuya Occidentalis Globosa	6-8
Thuya Occidentalis Hoveyi	6-8
Thuya Occidentalis Pyramidalis	6-8
Thuya Occidentalis Warreana Siberica	6-8
Thuya Occidentalis Woodwardi	6-8
Thuya Biota Orientalis	8-10
Thuya Biota Orientalis Aurea Con.	6-8
Thuya Biota Orientalis Aurea Nana	6-8
Thuya Biota Orientalis Aurea Pyr.	6-8

FIELD TWICE TRANSPLANTED EVERGREENS

Variety.	Size Inch.
Abies Balsamea	10-12
" "	12-18
" "	18-24
Abies Concolor	6-10
" "	10-12
" "	12-18
Abies Douglassi	10-12
" "	12-18
" "	18-24
Juniper Communis	10-12
Juniper Virginiana	12-18
" "	6-10
" "	10-12
" "	12-18
Picea Alba	6-10
" "	10-12
" "	12-18
" "	18-24
Picea Canadensis	6-10
" "	10-12
" "	12-18
Picea Engelmanni	10-12
" "	12-18
Picea Excelsa	6-10
" "	10-12
" "	12-18
" "	18-24
Picea Pungens	6-10
" "	10-12
" "	12-18
Pinus Austriaca	6-10
" "	10-12
" "	12-18
Pinus Banksiana	10-12
" "	12-18
" "	18-24
Pinus Flexilis	6-10
" "	10-12
Pinus Mugho	6-8
" "	8-10
" "	10-12
Pinus Ponderosa	10-12
" "	12-18
Pinus Resinosa	10-12
" "	12-18
Pinus Strobus	10-12
" "	12-18
" "	18-24
Pinus Sylvestris	6-10
" "	10-12
" "	12-18
" "	18-24
Thuya Occidentalis	24-36
" "	6-10
" "	10-12
" "	12-18
" "	18-24
Thuya Orientalis	24-36
" "	10-12

HILL'S MOTTO

High Quality, Reasonable Prices, Prompt Service, Courteous Treatment.

Give us a trial. We can save you money and please you as well. Our close proximity to Chicago, the great railroad center, means quick service and low Chicago rates.

TERMS:

Net Cash. First order from all firms not having an account with us should be accompanied by full cash remittance, which earns 3 per cent discount and boxing free. To customers of approved credit or who supply satisfactory reference, 30 Days net. C. O. D. Orders will be shipped promptly when 1-4 cash is sent to insure acceptance at destination.

WRITE FOR COMPLETE TRADE LIST

The D. Hill Nursery Co., Inc.

Evergreen Specialists
Largest Growers in America

DUNDEE, ILLINOIS

Box 402

NURSERYMEN'S NATIONAL SERVICE BUREAU

MORE FRUITFUL **TO MAKE AMERICA** MORE BEAUTIFUL

F. F. ROCKWELL
MANAGER

220 WEST 42ND ST.
NEW YORK



ARE YOU GETTING YOUR SHARE OF THE CREAM?

There's Enough To Go 'Round, But You Must Help Do the Skimming!

By F. F. ROCKWELL, Manager

What they did out there at Chicago put everybody on board the Market Development wagon.

As you know, the American Association of Nurserymen, in full convention assembled, voted almost unanimously to take over the Organization for Market Development, and the activities of the Nurserymen's National Service Bureau. The Service Bureau is now part and parcel of the National Association.

Every member of the American Association is, therefore, entitled to all the advantages that there are to be had now, or will be available in the future, from the nationwide publicity and advertising campaigns which the Nurserymen's National Service Bureau has under way.

But this isn't the kind of a proposition where you just sit still and have all the dividends handed to you on a golden platter.

What you get out of the work of the National Service Bureau will depend very largely upon what you do yourself—YOU, as an individual—to take advantage of the advantages offered you by the Service Bureau.

And the first and most immediate result-producing action you can take, is to make sure that the best newspapers in the territory in which you sell are using the **business-building SYNDICATED ARTICLES** which the Service Bureau is supplying free to newspapers.

Are the newspapers in YOUR TERRITORY using these articles?

If not, why not?

We plan to supply at least one thousand newspapers with these articles for this fall and next spring and summer. That is about three papers for every member of the American Association.

But to be sure that these articles reach the papers where they will do the most good, we must have the co-operation of you men who are selling nursery stock.

The success we have had in getting these articles widely distributed has depended largely on the fact that we have supplied them to **only one paper in each locality**. Knowing they could run them as exclusive features, big papers that do not ordinarily touch "syndicated" matter, have used every article we have sent out and asked for more.

Now, here is where you can help us, but help yourself more.

Send in, **TODAY**, a list of the five newspapers that you would like to have use these articles.

Send more if you want to; but send at least five. Give the names of the editors if possible. (Send the list to F. F. Rockwell, 220 West 42nd St., New York). Don't delay in this important matter. Remember, our present budget provides for 1000 papers. In the nature of the case, it's got to be "first come, first served." Of course we will aim to cover the territory as evenly as possible.

But don't take any chance on having the papers you particularly want left out; **do it today**.

The Other Side of the Coin

Of course there are other important things that are coming along, in line with the programme which was discussed at Chicago, but the big thing right now is to get this newspaper campaign in full swing.

That is, that is one of the big things. There is another.

Under the new arrangement, by which the Association takes over the Market Development campaign, every member of the National Association will be paying his share of the expense of the Market Development campaign,—**after the first of next June**. But between now and the first of next June, all will be sharing the advantages of the Market Development work alike.

Therefore, it does not need "a Daniel come to judgment" to point out that the only just plan is for all to help pay for the campaign **this year**.

A good many new subscriptions to the Market Development fund have come in since the convention; and several others have been promised. But there are still a good many who have not yet co-operated to the extent of "saying it with a check." It was the sense of the convention at Chicago, as shown by the resolution passed there in regard to this matter, that there is at least a moral obligation for all those who may still be riding free to come in with a one year's subscription for Market Development work. If you know anyone who has not yet come in with the rest of the bunch, it's good business for you to make him see that it's good business for him to do his bit.

Keep in mind this fact: The bigger the total fund is for this year, the better the showing that can be made for each individual dollar put in. For \$50,000 we can do a great deal more than twice as much as we can for \$25,000.

Still Looking for a Slogan

The Market Development Committee is still looking for the winner of that \$100 for an acceptable "slogan" for the Market Development campaign.

Following the announcement of the offering of the prize, at Chicago, almost every mail has brought in at least one suggestion, some with return-addressed envelope for the \$100—but the committee doesn't feel that anyone yet has that prize sewed up. The contest will close September first.

So you men with good advertising ideas, get busy!

Send your slogan in to F. F. Rockwell, Nurserymen's National Service Bureau, 220 West 42nd St., New York.

ARE YOU POSTED?

It is good business policy to keep posted on matters concerning your trade. Can you do this without reading **AMERICAN NURSERYMAN** thoroughly every month?

Public Press Has Been Silent

WHEN those in the Nursery Trade who see the need for trade development started a discussion in favor of educating the public to a wider use of Nursery Stock, it was soon seen that before educating the public it was necessary to educate the Nursery Trade to the necessity for educating the public!

It would seem at first thought that any nurseryman could appreciate instantly the value of having the public talking about planting trees and plants and flowers during at least a part of the time that the public now talks about politics, entertainment and general business matters. But the advocates of Market Development for Nurserymen have had to start at the bottom and endeavor to convince the agency men, for instance, that a public talking about planting was in a much more receptive mood when a salesman approached than is a public talking about a ball game, a European trip or the latest style in hats!

At present the education of the trade is in progress. If this were not necessary, the manager of the Nurserymen's National Service Bureau, F. F. Rockwell, could be doing more than he is now able to do in reaching the public directly in behalf of the Nursery Trade.

Apropos of the opportunity which awaits the Nursery Industry in the way of effective publicity, listen to this from Dr. Eugene Davenport of the Illinois Agricultural College:

Outside the technical journals the public press is almost as silent about farmers and agriculture—except for an occasional poor joke, the annual crop statistics, or the market report—as if our farming were done upon Mars. The columns are full of the struggles between labor and capital, of society notes and of business schemes, but in general a murder trial with a mystery, or the love letters in a triangular divorce suit are good for more space than the greatest livestock exposition in the world. Our magazines and the public mind are full of modern scientific achievements and of art, but how much does the world know or care about the farmer and his phenomenal success in animal and plant improvement, or the pictures he paints every year upon the landscape?

Indeed, why should not the columns of the daily press contain frequent reference, in readable and instinctive and entertaining form, to the beauties of Nursery Stock? It was with this idea in mind that the editor of the **American Nurseryman** proposed at the Milwaukee convention of the A. A. N. that a publicity committee be appointed to get matter of this kind into the hands of the editors of the daily press and also the agricultural press.

Horticulture is a branch of agriculture and what Dr. Davenport says has direct bearing upon a matter which ought to be very close to the heart of the nurseryman. We are speaking generally now; practical details are being worked out by the Nurserymen's National Service Bureau. This is a work all for nurserymen. The trade, therefore, should give it hearty support. Many in the trade are waiting to be shown. It is as nearly a sure thing as can be without actual demonstration in this particular industry. Its success has been demonstrated in other industries.

The American Association of Nurserymen, which took appropriate action in convention in Chicago, upon learning of the death of Theodore E. Ilgenfritz, has received the following:

Mrs. Theodore E. Ilgenfritz and family acknowledge with grateful appreciation the kind expression of your sympathy.

DIRECTORY OF AMERICAN PLANT PROPAGATORS

Complete Stock of **YOUNG EVERGREENS**

ALSO
Trees, Shrubs and Vines
for lining out

Write for Wholesale Price List.

THE D. HILL NURSERY CO., Inc.
Evergreen Specialists, Dundee, Illinois.
Largest Growers in America. Box 402

The Farmers Nursery Co. **TROY, OHIO.**

Produce from cuttings, most of the kinds
of Evergreens you have been importing.

Offer One and Two-year-old Stock
from beds, also the

Pot-grown kind, with ball attached,
that give 100 per cent. stand.

Write to-day for Prices and Samples

LINING OUT STOCK **Deciduous Shrub Seedlings** **and Cuttings**

DANIEL A. CLARKE
RED OAK NURSERIES
FISKEVILLE, R. I.

EVERGREENS

SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.
"WE GROW OUR OWN TREES."
CHESHIRE, - - - CONN.

ORNAMENTAL **LINING OUT STOCK**

GET OUR PRICES

We grow ornamental lining out stock under
contract. Let us figure with you for fall
of 1919 or spring of 1920.

ONARGA NURSERY COMPANY
CULTRA BROS., Mgrs.
ONARGA, ILLINOIS

Lining Out Stock for the Trade **Shrubbery, Tree Seedlings, Evergreens,** **Small Fruits, Ornamental Vines, Etc.** **Seedlings, Transplants, Layers & Cuttings**

Some of the items we specialize in are
Hydrangeas, Snowballs, Irish Junipers, Norway
Spruce and native tree Seedlings

Send for our complete list of stock and prices.
Mailed free to the trade on request.

J. JENKINS & SON,
Wholesale Nurserymen
WINONA, COLUMBIANA COUNTY, OHIO.

SHRUBS - - TREES

A General Line of Ornamentals.

YOUNG STOCK—For Nursery Planting

We were among the first to produce our
own goods. We are making young plants
for others—why not for you?

Grown Right—Dug Right—Packed Right

AURORA NURSERIES
AURORA, ILL.

PRIVET

Lining out Stock
Hardy Flowering Shrubs
Hardwood Cuttings, Spirea
Van Houtti.

OAK LAWN NURSERY
HUNTSVILLE, ALA.

WE GROW EVERGREEN SEEDLINGS

Evergreens from Cuttings Under Glass
and Small Deciduous Stock
for Lining Out

The Sherman Nursery Co.
E. M. SHERMAN, President
CHARLES CITY, IOWA.

Bobbink & Atkins

Complete collection of Choicest Ever-
greens.

Complete collection of Broad-leaved Ever-
greens, such as Rhododendrons, Azaleas,
Hollies, etc.

Boxwood, Bay Trees, Euonymous, etc.

Hardy Herbaceous Plants.

Hybrid Tea Roses, Bush and Tree Form.

Careful Inspection Invited.

Rutherford, NEW JERSEY

TWO-INCH SPACE
\$4.00 PER MONTH
UNDER YEARLY TERM
INCLUDING PUBLICATION IN THE
"AMERICAN NURSERY TRADE BULLETIN."

IN TWO ISSUES—FIRST AND FIFTEENTH

BOXWOD **ARBORVITAE** **RETINOSPORA**

Young Stock for Lining Out

Write for Prices for the coming season.

We will also have transplanted Boxwood,
bush form.

WILD BROS. NURSERY CO.
SARCOXIE, MO.

.. EVERGREENS ..

Thuyas Biotas Junipers
Retinosporas

We grow the above from cuttings and can
supply either the small plants suitable for
bedding or transplanted plants ready to
plant directly into nursery rows.

M. L. CARR'S SONS, Yellow Springs, Ohio

THE GROWING OF **Small Evergreens** **FOR LINING OUT** **One of Our Specialties**

F. & F. NURSERIES



SPRINGFIELD, N. J.
236 Acres Established 1882

Best Young Trees For Nurserymen **FROM**

Little Tree Farms, - of Framingham, Mass.

We have millions of growing Evergreens
and Deciduous trees,
Complete in grades and sizes, to select from.

Write for Wholesale Price List of
Seedlings and Transplants of Firs, Junipers, Arbor-
vites, Pines, Spruces, Maples, Ash, Oaks, Lindens,
Elms, etc.

 **AMERICAN FORESTRY CO.** 
15 Beacon Street, BOSTON, MASS.

ESTABLISHED 1886

Naperville Nurseries

GROWERS OF

Trees, Shrubs, Perennials, etc.

Let us have your inquiries for
Lining Out Stock

NAPERVILLE, ILLINOIS.

Bell Phone 93-W

AMERICAN NURSERYMAN



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely Independent.

Published Monthly By

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RALPH T. OLCOTT, Pres. and Treas.

Chief International Publication of the Kind

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., AUGUST, 1919

America More Fruitful and Beautiful

OUR POLICY OUTLINED

The objects of the British Chamber of Horticulture are: To be a channel of communication between Government and the Trade; to link up all sections and harmonize separate interests, and generally to promote Trade organization and reform.

That is exactly the policy of the American Nurseryman. This journal for years has been operating upon that platform—a platform which is believed to be the wisest course, as the result of long deliberation on the part of the ablest men in the Horticultural Trade in the British Empire preceding the recent establishment of the British Chamber of Horticulture. It is a signal endorsement of a policy which has long been in force in the offices of this Chief Exponent of the American Nursery Trade.

In view of the statement by the Executive Committee of the American Association of Nurserymen, that relations of the Association with the U. S. Department of Agriculture have become estranged as the result of quarantine order 37, special attention should be directed to the statement by Chairman Marlatt of the Federal Horticultural Board at the Chicago convention of the A. A. N., reported in column 1 of page 7 of the July issue of the American Nurseryman:

"No argument made in the course of the recent discussion of No. 37 will in any way affect relations with Federal authorities."

A LEAGUE OF NURSERYMEN

THE covenant of the League of Nations provides not only for the discipline of its members but also for the taking in hand of the external states if such there be, which threaten the peace of the world, the offender being cut off from "all financial, commercial or personal intercourse" with other states, whether members of the League or not.

That is radical action. It is indorsed by the members of the American Association of Nurserymen as citizens of one of the countries which is to be a party thereto.

The proposition referred to is made in the interest of the welfare of nations. It is radical, of necessity. Whatever opposition to League provisions exists, is it not true that this provision meets general approval? Is it not, indeed, the fundamental feature of any combination to preserve peace?

Something of the same idea is found in the annals of the American Association of Nurserymen, inasmuch as upon its records is spread a resolution providing for a Vigilance Committee to put into effect a proposition first made in the columns of the American Nurseryman and afterward given earnest expression by one or more leading nurserymen: viz: that any nurseryman or nursery concern, whether a member of the Association or not, should be made the subject of investigation, report and definite action in behalf of the Association, if he or it stands charged with a transaction or an attempt at a transaction detrimental to the best interests of the Nursery Trade.

A League of Nurserymen exists—on paper. It is composed of the American Association of Nurserymen and the sectional and state associations of nurserymen brought into actual affiliation with it by formal action under the administration of President John Watson of the national organization. We believe it is a fact that such formal action on affiliation of the nursery trade associations of the country has never been rescinded.

Yet what has been done by this League of Nurserymen, in which has been voiced the sentiment of the League of Nations, equipped with machinery of a Vigilance Committee?

IN ANTICIPATION

In a recent issue of the American Nurseryman reference was made to the experimental work of special interest to nurserymen of the British empire which has been conducted

at the Malling, England, experiment station under the direction of Wye College. This work has been maintained by donations by persons and associations.

The Council of the British Horticultural Trades Association considers the nurserymen of the country should not be behind in this matter, and suggests that a contribution from those fruit tree nurserymen who are specially interested in it, would be the fairest method of dealing with it. If, for instance, a sufficient number of firms would guarantee, say, £5 (or a minimum of £3) for the next five years, the H. T. A. would be able to appoint a delegate or two, to sit on the advisory council of experiment station, and thus keep in touch with matters.

The aims of the station are to select and supply proved types of stocks to nurserymen, not in large quantities, but in sufficient quantities to enable them to establish stool beds of their own, and thus be independent of outside supplies.

Such are the aims to which the nurserymen of America must now look in view of exclusion of outside supplies in the near future. Not enough attention has been paid by nurserymen of this country to systematic, scientific study and experimentation in cultural work. Some time ago the American Association considered the subject of an arboretum; concluding after some discussion that the one recently started by the U. S. Government at Arlington, near Washington, would answer the purpose and might be contributed to by nurserymen. That is the closest the Association has come to what is proposed in England.

At page 160 of the last volume of the American Nurseryman is a clear statement of the importance of scientific commercial accuracy. In view of what it is proposed by nurserymen of America to do in the way of Market Development, we submit that this matter of scientific accuracy is likely to prove highly important; for the buying public, under stimulation to use more nursery stock, will be inclined to study cultural claims as never before and will be very receptive to the arguments which are sure to be advanced by the more progressive men in the trade as to the reasons for alleged superiority of their products.

On this subject, note the following comment in a British trade publication work to which we have referred:

"Should there be any who think that the old method of buying in stocks, regardless of the purity of the sample, will be good enough for the future, they must be reminded that such methods will, before long, be sadly out of date.

"Growers are yearly recognising the importance of the stock, and the nurseryman who can order his trees on a definite stock, guaranteed true by the Malling Station, will secure the trade of keen growers. He will also place himself ahead of the market gardener who buys stocks from any source and sells the trees worked on them at a cheap rate.

"For these reasons, we counsel all fruit tree nurserymen to 'take up their pens and write quickly' to the Secretary, Mr. Chas. Pearson, that they are willing to guarantee an annual sum for the next five years, and place themselves in a position to receive a first call on the types of stocks which the station has for distribution now and in the next few years, and also upon its expert services."

Where to get Young Stock—see page 39 of this issue.

SUBSCRIPTION REMITTANCE MUST NET \$1.50

Attention is directed to the necessity for getting to the publishers of the American Nurseryman the full price for subscription, either new or renewal.

Checks on banks in New York, Chicago, Boston, Philadelphia, Washington and Albany, N. Y.; drafts on banks in those cities; post-office money orders and express money orders may be sent at par. Other forms of remittance should include ten cents additional to cover bank discount for collection.

In fairness to those who observe these conditions, the publishers of the American Nurseryman will credit subscriptions and renewals for the exact term for which the payment provides. The subscription price is \$1.50 for twelve issues. If the remittance nets but \$1.40, the subscription or renewal will be entered for eleven months. Advances in postal rates based upon the zone system and other increases in charges to publishers require observance of these matters if the subscription price of this periodical is to remain at the present price.

Canadian and foreign subscriptions and renewals will take the corresponding course.

CURRENT EVENTS OF INTEREST TO THE NURSERY TRADE

Baker Nursery & Seed Co., Fond du Lac, Wis., has been incorporated by H. J. Baker, R. M. McEvoy and Leonard J. Baker, \$60,000.

The Mid-West Horticultural Exposition this year will be held on Nov. 10-15, at Des Moines, Iowa.

Dr. L. H. Bailey, Ithaca, N. Y., is in Europe. He will not return until the last of September.

S. L. Upton, Winchester, Va., has sold his 250 acres of orchard holdings and 90 acres of farm land to the American Fruit Growers, Inc., the new \$50,000,000 corporation, for \$200,000.

During the eleven months ended with May 1911 importations of nursery stock into the United States amounted in value to \$2,294,342 as against \$3,319,676 for the corresponding eleven months of 1918 and \$3,914,700 for 1917.

The Rochester Department of parks has had to keep its 400-gallon power sprayer constantly busy fighting a scourge of tussock-moth caterpillar. The fire department was called out to aid, but the deluge of water seemed to have no effect upon the infested shade trees.

Prof. Franz Aust, of the University of Wisconsin, landscape architect, last month visited Butte, Mont., for the purpose of recommending systematic development of the park system of that city. Dr. Peter Potter is in charge of the Butte park movement.

A campaign for 600 members by October 1, 1919, is under way by the California Association of Nurserymen, of which William T. Kirkman, Fresno, is the president. The membership committee includes R. M. Teague, chairman, San Dimas; C. W. Gandy, Modesto; Alfred L. Brown, Santa Clara; Fred H. Howard, Los Angeles; E. Benard, San Diego; A. Cruikshank, Sacramento; H. Plath, San Francisco.

The strawberry acreage around Hartford, Mich., received quite a stimulus this spring and it is thought that the acreage to pick from next year will be at least three times as large as that in bearing this year. This year's acreage in bearing is about twice as large as that of a year ago and so it looks as though Hartford will rapidly develop into an important strawberry shipping point. The growers are enthusiastic on the future outlook for this crop and talk about planting still more extensively next spring. The varieties being planted are mainly Senator Dunlaps and Pokomokes. Of these the Pokomokes are very similar to the Gibson and in fact in some sections there is no distinction made between them in shipping. There are some Gandies and also some David Warfields, but the latter are inclined to run small.

Commercial Peach Crop Report—The condition of the peach crop has undergone considerable change since May 1, notably in the Eastern and Northern States, where the crop will not reach earlier expectations. This has been due to very severe damage caused by curl leaf and brown rot. The curl leaf has decreased the prospects of the Northern Ohio peach crop nearly 50%; New York, although suffering to a less degree, promises fully 1,000 cars less than a month ago. Western Maryland and other parts of the Middle Atlantic States also have severe infestation of brown rot and curl leaf. The Southern crop indicates no notable change, the Georgia estimate increasing a few hundred cars. The most salient feature of the report is the very large crop in the far west, which promises to exceed that of former years. There is now indicated in the United States a total crop of 30,820,000 bushels as compared with 20,578,000 bushels last year, or 50% increase over the comparatively light crop of 1918.

Say you saw it in AMERICAN NURSERYMAN

Agricultural Bill—For the year beginning July 1 next \$139,780 is provided for the purchase, propagation, testing and distribution of new and rare seeds, and \$82,700 for investigations in foreign seed and plant introduction; \$62,029 for investigations of plant diseases, and \$82,315 for the investigation of diseases of ornamental trees and shrubs for the purpose of developing new methods of control. An appropriation of \$358,980 will be required for the purchase of seeds for the annual congressional distribution, and \$36,680 for studying and testing commercial seeds purchased in the open market from time to time. These investigations are made for the purpose of protecting the public from adulterated or misbranded seeds, reports being published when such seeds are discovered, giving the names of persons offering them for sale. The bureau of markets is to continue its investigation and development of methods of manufacturing insecticides and fungicides, the sum of \$25,000 being set aside for that purpose and for the investigation of various chemical problems connected therewith. The work of enforcing the act preventing the manufacture, sale or transportation of adulterated or misbranded Paris green, lead arsenate and other insecticides and fungicides will be continued by the bureau of markets, and \$94,790 will be appropriated for that purpose. The regulation of the importation by the federal horticultural board of nursery stock and other plants and plant products will be continued, \$47,700 being provided for that purpose.

Can Grow Seeds, Too—According to Carl Cropp, of Vaughan's Seed Store, Chicago, what has been imported in the way of flower seeds can be produced for the most part in this country, too. "Up to the time of the war," he says, "our only real or imagined source of supply was Europe. Nothing, or very little, could be then had from that source, and so we started to look around and found, much to the surprise of many of us, that a number of American growers had been quite busy raising a comprehensive list of flower seeds, which they enlarged considerably when the demand came from our American dealers."

"There are approximately 3,600 acres devoted to the growing of flower seeds in this country. Quite a respectable area for this infant industry, from my observation, it looks as if nearly all the imported varieties can easily and most likely profitably be raised here. For the finer seeds, such as cineraria, calceolaria, begonia, gloxinia and several others of a like nature, as well as the finer and rarer perennials, we will have to depend on Europe for several years to come. But that is not due to the fact that it cannot be done here, but we simply have not come to it yet."

Commercial Apple Crop Report—The salient features of the Government report on apple crop are the prospects of a record crop in the Western States, and a crop for Western New York which will probably not exceed much more than one-half of last year's crop. The indications from Virginia, West Virginia and the heavy production centers in the Middle States promise only slightly better than one-half a full crop. Much of the middle western crop was severely damaged by frost and conditions throughout the Ohio Valley particularly, are very low. Arkansas and Southwest Missouri indicate about three-fourths of a crop, while the same may be said of New Jersey and Delaware. All indications in New England point to a much better crop than last year, while Michigan will have less than two-thirds of a crop. The condition of the crop for the United States is now indicated at 61.4% as compared with 68.6% as an average ten year condition on June 1, and a condition of 69.8% June 1 last year. The final condition figure last year was 55.9%. It should be remembered that the condition figure on June 1 will usually average around 15 points higher than at the end of the season.

"You are issuing a splendid Journal, covering the news of the trade from coast to coast."—E. S. WELCH, Former President American Association of Nurserymen.

"The Trees That Are Insured" is the slogan of the Fairview Nurseries, Rochester, N. Y.

W. R. Gibson & Son, Hood River, Ore., announce that they are back in the nursery business.

The Florists' Exchange, after declaring for months that it could not be done, calmly proceeds to publish a series of articles on the propagation of the Rhododendron—presumably for American practice!

The Federal Horticultural Board cautions importers that lily of the valley clumps must be free from sand soil or earth in order to be admitted to this country. It is suggested that lily of the valley be imported in the form of pips rather than clumps, and that they be thoroughly cleaned by washing so as to insure their freedom from sand, soil or earth.

K. Arakelian has just purchased the celebrated Great Western Vineyards twenty miles east of Fresno. These noted vineyards were planted only fifteen years ago and are conceded by San Joaquin Valley grape men to be without a peer in the valley. They comprise 2500 acres of bearing vines. The purchase price was \$1,300,000. The Arakelian family now owns upward of 5000 acres.

A recent address before Carnegie Institute, Pittsburgh, by Otto H. Kahn, the well-known New York banker, on the subject "Capital and Labor: A Fair Deal," is of such practical aid in connection with the complications arising from recent discussions and expressions of opinion that we believe our readers would do well to procure copies of it by writing directly to Mr. Kahn, 52 William Street, New York City.

During the present summer season California will ship commercially to the markets of the world about 25,000 carloads of deciduous fruits in a fresh state, and although the cherry shipments will probably not reach more than 250 or 275 carloads of fresh cherries, yet this amount, together with the canned output, makes the California cherry crop one of the most important, successful and remunerative crops of the state.

The editor of the Horticultural Advertiser, England says: "We have for many years been endeavoring to stir up the trade into adopting such a fair scale of prices as would afford a living profit over the cost of production. Apparently the lesson is now being learned, judging by such straws (which show the direction of the wind) as a list picked up on Tuesday at the R. H. S., which offered standard apples at 7-6 to 10-6 each, with notice stamped on of further rise. Will the swing of the pendulum compel us to change our text and preach 'moderation'?"

Prospect for Demand—The Rural New Yorker says: "We sincerely believe that the outlook for apple growing is excellent. The more we hear from Europe the more evident it appears that there have been serious losses in the orchards. Within a few years the demand for dried and green fruit will be larger than ever before, and there will be ships enough to carry a full supply. It will be years before European fruit growers can bring their orchards back. We do not take the view that the European nations will be unable to buy. Outside of Germany the nations will have credits which will give them full purchasing power. Good apples will be in demand. Another thing; however we may differ over some of the aspects of Prohibition, we must all agree that with the fading away of the saloon business there will be an increased demand for such products as milk, and fruit and its juices. We think therefore that the demand for apple products is assured. It is a time for getting in conservatively and for taking care of what we have."

Where to get Young Stock—see page 39 of this issue.

Commercial Fruit Culture

HORTICULTURE FOR GREAT PLAINS AN INTERNATIONAL PROBLEM

A subject which should engage the attention of the Nursery Trade is the development of horticulture in the Great Plains section of America. A vast territory there remains for the activities of nurserymen when the pioneers have determined what kind of trees and plants are best adapted to the peculiar conditions. This investigation is in progress. It is an international question. Both the United States and the Canadian governments have given it careful consideration and have established experimental stations on both sides of the boundary line. The problems on each side are very much alike.

It ought to be a matter of special interest to know that the second annual meeting of the Great Plains Official Horticulturists Association will be held at Winnipeg, Brandon and Morden, Manitoba and Indian Head, Saskatchewan, August 11-16, 1919 under the direction of Prof. N. E. Hansen, Brookings, S. D., president; Max Pfaender, Mandan, N. D., secretary, and Prof. F. W. Brodrick, Winnipeg, chairman of the committee on arrangements. Detailed information may be obtained from any of these officers.

An interesting program for the tour has been prepared. Following is a list of the addresses which are to be presented:

"Thirty Year's Work in Horticulture at the Experimental Farms in the Prairie Provinces," by Wm. T. Macoun, Ottawa.

Address—Prof. N. E. Hansen, Chairman of Association.

"The Commercial Nursery in the Prairie Provinces," T. Torgeson, Estevan, Sask.

Address—Dean Howes, Edmonton, Alta.

Paper—W. H. Fairfield, Lethbridge, Alta.

Address—Norman M. Ross, Indian Head, Sask.

Address—Prof. F. M. Clement, Vancouver, B. C.

"Breeding Methods with Horticultural Plants," illustrated with lantern slides, Prof. J. W. Crow, Guelph, Canada.

Paper—"Prof. N. E. Hansen, Brookings, S. Dak.

Paper—"Prof. C. B. Waldron, Agricultural College, N. Dak.

"Hardiness from the Horticultural Point of View," Dr. M. J. Dorsey, St. Paul, Minn.

Paper—W. R. Leslie, Fort Williams, Ont.

"Observations on Tree Growth on the Prairies of Montana and North Dakota," F. E. Cobb, Mandan, N. D.

"Trees for Prairie Plantations, their Planting and Care," F. E. McCall, Brookings, S. Dak.

Paper—A. F. Yeager, Agricultural College, N. Dak.

Paper—George F. Will, Bismarck, N. Dak.

"The Need for More and Better Horticultural Information," B. B. Lawshe, Aberdeen, S. Dak.

Paper—"E. C. Hilborn, Valley City, N. Dak.

"The Function of the Official Horticulturist in the Great Plains," H. O. Werner, Lincoln, Neb.

Address—E. M. Straight, Mordan, Man.

"The Sterility Problem," by M. J. Dorsey.

Increased Apple Demand

Clark Allis, Medina, N. Y., said recently before the New York State Horticultural Society:

"In the past, during a greater part of each year, in many sections it has been impossible to get either apples or apple juice that was satisfactory. Science, however, has come to the rescue and makes at least one of these obtainable the year around in this climate. For years, poor, rotten, immature fruit, unfit for anything else, has been

ground up and pressed and the liquid thus obtained incorrectly called cider.

"With prohibition a certainty, all fruit should be saved, none wasted for a big profit awaits. To apple growers and dealers especially, opportunity is urging that preparation be made in time to process apples by the new profitable way. Farmers and fruit growers have always been well satisfied and happy if they could sell their apples 'tree run.' This year for the first time, dealers have made big money on their tree run purchases, but this is an accident and due to unprecedented conditions.

"Last fall, at the wind up of the apple harvest, the market for poor fruit looked bad and dealers said no more tree run for them, but the European demand following the cessation of the war changed many things, and especially the price of fruit. With this foreign demand for apples and the home demand for cider, prices for both apples and cider soared to unheard of heights. Apple producers had never dreamed of such prices, nor do they realize the profits they will reap in the future.

"Every apple tree should be well cared for and every grower encouraged to the limit. Cultivation and spraying to the limit must be our aim. With properly improved cider machinery, one bushel of apples produces from four to four and one-half gallons of cider. This is worth more than the best No. 1 apples have previously sold for. Last fall cider at wholesale sold at 16c a gallon. With the war over and prohibition assured, cider is bringing \$1 a gallon. For real, unadulterated, natural flavored juice, a higher price could be obtained today and will be next summer, and it is now possible to produce it.

"Apple growers with a cider mill and proper equipment can laugh at men with gold mines. They have one right on their farm.

Good Publicity for Nurserymen—One hundred fruit trees on every farm! That slogan has been taken up by nurserymen and fruit growers. The result will be a multitude of small orchards. Some farmers, as we think wisely, will plant a smaller number, say 50 or 25. They know they cannot well care for 100 trees and keep up their regular farm work. So they plant a few trees and give them good care. We do not stick for any particular number of trees. We just want a small fruit orchard on every farm. The farm and the family will be all the better for it. No use saying a farmer will buy all the fruit he needs. You never saw one who did this, and you never will.—Rural New Yorker.

District of Columbia Plant Regulations—Florists and plant growers in the District of Columbia will be regulated in their handling and shipping of plants, nursery stock, etc., affected by plant diseases or insects, under legislation which is appended to the department of agriculture's appropriation bill for the purpose of amending the plant quarantine act.

"In order further to control and eradicate and to prevent the dissemination of dangerous plant diseases and insect infestations," reads the bill, "no plant or plant products for or capable of propagation, including nursery stock, hereinafter referred to as plants and plant products, shall be moved or allowed to be moved, shipped, transported or carried by any means whatever into or out of the District of Columbia except in compliance with such rules and regulations as shall be prescribed by the secretary of agriculture."

Growing of Evergreens

(Continued from page 36)

taining good specimens are sufficient for convenient inspection by the customer.

However, larger nurseries with plenty of space may show samples of groups, beds or extensive irregular borders with sufficient lawn space to make a most attractive exhibit which will show off the specimens to better advantage, giving the customer an idea of how his borders will look when planted.

Group plantings for park and cemetery entrances, the screening of unsightly and objectionable places, the treatment of both small and extensive lawns showing at all times an open lawn effect. Intersections of drive ways and paths showing their proper treatment, suitable kinds for sky lines, hedges and windbreaks, all these features may be shown to good advantage by the different firms on their own grounds. In this matter, knowledge in tasty landscape gardening may be readily imparted to the prospective purchaser. Conspicuous labels with both common and botanical names will help familiarize the worker on the place as well as others with whom the nurseryman has to deal, besides it will save much valuable time in going around making selections.

I notice with satisfaction that practical instructions in gardening, especially in hardy trees and shrubs including perennials is receiving more attention. It also pleases us to hear that the Federal Board for Vocational training is assisting convalescent soldiers and others as desire the course, in fitting themselves for this profession. This should in time meet the growing demand for trained men.

To make farmsteads more attractive is another feature that is receiving more attention. The busy farmer, of course, does not care for a formal garden and trimmed hedges, but he wants a plain and sensible ornamentation consisting of some larger growing trees and evergreens for shade and wind break. He may plant such hedges as do not require any trimming such as Hemlock, Siberian and Am. Arborvitae, Japan Barberry, Spirea Van Houttei, Mock Orange, Tartarian Honeysuckle, Rosa Rugosa or Lilacs for hedges are also desirable provided they are sprayed against the ever recurring scale that effects this plant.

The temporary winter decoration and protection with evergreen branches and trees in the public square parks.

This work has been attempted by a few cities with great success. The public traversing such places by the thousands each day approves of it. In such sections where there is plenty of such material close at hand, the starkness of winter may readily be eliminated and the beauty of a city square park enhanced. Hemlock, Norway Spruce and Mountain Laurel, Pines, etc., may be used to cover bare spots of ground on borders and flower beds. This kind of work may be profitable around November and December and when we are not otherwise busy.

(To be continued)

The twentieth annual convention of the American Association of Park Superintendents will be held at Hartford, Conn., August 26-29, with headquarters at the Allyn house, the first two days, while the third day's programme will be carried out at New Haven, with headquarters at the Hotel Garde.

Where to get Young Stock—see page 39 of this issue.

SURPLUS LIST

FALL OF 1919

SHRUBS and SHADE TREES in carload lots.

Also American grown lining out stock

Call and inspect our growing stock.

ONARGA NURSERY COMPANY

CULTRA BROS, Mgrs.

ONARGA, ILLINOIS

Nursery Superintendent

Position as such wanted by man of long experience and demonstrated ability, competent to take entire charge outside. Successful propagator of the usual lines, besides Conifers and Evergreen Shrubs, Roses,—Standard and Dwarf,—Weeping Trees, Azaleas, Boxwoods, and the things requiring unusual skill. Familiar with farm crops and used to handling men. Young, married, sober, steady. Have held positions of exceptional responsibility and trust with clear record and have produced results. Can furnish highest references. Employed now but can give satisfactory reasons for changing. Prefer East or Central location with large nursery or one with possibilities of enlargement in the production of high quality ornamentals.

Address: "Nursery Superintendent," care this paper

New Crop N. C. Peach Pits

ALL OLD PITS SOLD

Write for full information on new crop. Supply limited. No time to lose

J. VAN LINDLEY NURSERY CO.,
POMONA, N. C.

Cherry Trees

We offer for sale our usual supply of first-class one year, two and three year

CHERRIES

Can furnish some extra heavy trees for landscape work. Both Mahaleb and Mazzard roots.

Send us a list of your wants

H. M. SIMPSON & SONS

Vincennes,

Indiana

PEONIES FOR PROFIT

The demand is increasing for both plants and cut flowers. To get your share you must have the Peonies. Prepare now. Book your order and be assured of your supply.

SARCOXIE NURSERIES
PEONY FIELDS

WILD BROS. NURSERY CO.
SARCOXIE, MO.

Strawberries

Summer and Fall Bearing
Headquarters for Strawberries and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free. **L.J. Farmer, Palisadi, N.Y.**

"We enjoy your publication which is up to the minute in every detail."—H. F. Hillenmeyer & Sons, Lexington, Ky.

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Remember the Mid-Month Issue of the
AMERICAN

Nursery Trade Bulletin

FOR TRADE ANNOUNCEMENTS

Forms close on 12th
39 State St.,

ROCHESTER, N. Y.

American business men do not realize the value which trade journals and technical magazines may be to them in increasing efficiency of their factories and in giving them a broad and comprehensive view of their business. Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from their business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world and they should be encouraged and supported by our business men. Copies should be placed where employees can see them and they should be urged to read and study them. These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole. If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."—Edward N. Hurley, Chairman U. S. Shipping Board.

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or wish to increase your planting in nurseries, we can supply you with genuine **PROGRESSIVE** Everbearing plants, guaranteed to be **TRUE TO NAME** and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties in our experimental grounds not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out. **THE GARDNER NURSERY COMPANY.**

Drawer 102, Osage, Iowa

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heads. SHADE TREES. Large stock,

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For the eighth season, is making good as a heavy producer of large, sweet, jet-black, firm, black raspberries—the kind that will bring the money for years to come. Twelve tip plants, \$1; one hundred tip plants, \$5; by parcel post, postage paid; for fall or spring delivery.

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PLANT BREEDING

By **BAILEY and GILBERT**

Professor Bailey's standard text, originally issued some twenty years ago, has been revised and brought down to date by A. W. Gilbert, Professor of Plant Breeding in the New York State College of Agriculture. In addition to the many changes made in the material that has been retained, there are now included in the volume new discussions of mutations, Mendelism, heredity and the recent applications of the breeding of plants. There are also extensive laboratory exercises and a bibliography. Altogether the work is a comprehensive encyclopedia on the subject of plant-breeding.

Price \$2.15

American Fruits Publishing Co.
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LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

The Nursery Profession

Prompt and emphatic approval is being given to the subject of training young men for the Nursery Profession, as featured in the July issue of the *American Nurseryman* and the *American Nursery Trade Bulletin*. Through these two publications the subject was presented to the entire trade. Our opinion that it was one of the big features of the Chicago convention and that it is one of the most important that has come before the Nurserymen in years is fully corroborated by expressions by Nurserymen and educators which have come to our desk.

Some of these expressions are reproduced herewith. We believe this is a subject in which all Nurserymen are directly interested. We hope others will send us their views which we may use in a symposium which will show wide-spread sentiment in behalf of this movement. More than any other thing, this will advance the Nurserymen as a body, enable them to operate to greater advantage and give them a coveted standing before the public.

Pay to Fit the Profession

Editor *American Nurseryman*:

I did not remain for the closing day of the convention and consequently missed the discussion of systematic training of young men for propagators. I have, however, read the article in the July issue of the *American Nurseryman* with considerable interest. I fully agree that this line of work should be made more attractive to young men and inducements offered to them for making it a life profession. It is a profession really, rather than a business, and requires just as much technical training to make a success of it as do a score of other professions. Unfortunately, the financial returns in the nursery business have not as yet been sufficient so that even a good propagator could hope to obtain a remuneration commensurate with the time, study and work needed to make him thoroughly competent in this profession.

There are—or were—in most of the European countries technical schools in which nursery methods of propagation are taught as a part of the regular instruction. That is why, probably, European nurserymen have generally excelled American ones in propagating work, because they had technically trained help available, men who made nursery work their life profession, or trade, and expected to follow it permanently.

Over here, the difficulty has been that, when a nurseryman got a man trained to a point where he began to be efficient and valuable in the more technical part of nursery work, he would be likely to find some other job offered better pay and prospects and he would promptly desert the nursery business for the more remunerative occupation.

I think the answer to the problem of providing trained and competent propagators is simply to pay higher wages, sufficiently higher so that the profession, if we may so call it, will offer compensation in proportion to the time it takes to acquire efficiency in it. That has been difficult to do in the past because the proprietors of most nursery businesses were not making money enough to afford anything very fancy in the way of salaries. With prices at their present level, however, and the urgent need of providing domestic supplies of young stock for nursery planting, it should be possible to pay good propagators more liberally and suffi-

cient to make the profession an attractive one.

GEORGE C. PERKINS.

Newark, N. Y.

From a College President

Editor *American Nurseryman*:

I believe the nursery business of the future is going to be as much a profession as a business. It is going to require not only thorough scientific and practical knowledge of plants and their propagation, adaptability, disease resistance and all of the other varied factors that enter in, but it is going to require a knowledge of markets, marketing methods and world conditions. As you point out, a knowledge of languages, especially those of countries with which the will deal in the future, will be essential; in fact, I believe the nurseryman of the future is going to be a highly educated professional man who will turn out products of the highest value, for which he should be paid correspondingly.

The nursery business, like the seed business, is one in which the first investment is not so much a matter of importance as the absolute certainty that what you invest is of the highest possible value. What is a few hundred dollars spent for nursery stock if everything comes out vigorous and true according to expectations? What does the value of the stock amount to compared to the loss in case it turns out otherwise? I believe that a new era is at hand in the nursery and seed business.

I think you are quite right in sounding this new note which is to set the pitch for the future. I can promise you now that the Maryland State College will enter heartily into such a program.

A. F. WOODS.

President Maryland State College,
College Park, Md
July 28, 1919.

Committee Should Be Appointed

Editor *American Nurseryman*:

I think one of the most important questions taken up by the Association at Chicago was the movement toward a more systematic method of training young men to be Nurserymen. By all means committees should be appointed to work with various colleges and universities on this matter. I am sure it will be found that a great many institutions will be pleased to co-operate along this line.

If we can assist in any way to help the movement along, please let us know. It is of vital importance to the whole trade and we greatly appreciate the interest you are taking in it.

THE D. HILL NURSERY CO.
Dundee, Ill., July 28, 1919.

Practical Thoughts By a Successful Nurseryman

The Editor wishes some comments on the subject of COLLEGE BRED NURSERYMEN. He is to be congratulated, I think, for arousing us to our needs. As I think about it I reflect upon the wonderful work done by our nation in the past four years, in taking the rawest kind of material in some cases and training them into the intricacies of skill and knowledge required to put across the work in hand—from the bottom of the mines to the very battle front, from the floor of the ocean to the roof of the sky. Our little job in comparison is small; and, if we would conquer the yet un-

attained possibilities in American Horticulture, shall we not need the very best training for our on-coming men that can be had?

Men, (nurserymen or otherwise) who have gotten ahead are men who have used brains as well as brawn. Even an active, energetic brain may be handicapped in the race with one that has been trained for action. No man with gumption, these days, thinks of confining himself to the use of only such tools as he has laboriously devised and constructed; he buys those into which has been built the best and latest ideas, sometimes the result of years of study; why then, should he confine himself to the use of only those **ideas and methods** which, by laborious experiment he has worked out for himself; why should he not study to find the best means and methods of doing his work that the experience of the race, through its most expert workers, has yet discovered. That is what technical colleges are for (if I perceive the question) to discover, formulate, and give out the most advanced knowledge on the particular subject in hand.

Those who refuse to profit by the experience of the race, it seems to me, are suffering from myopia, and because it doesn't hurt yet, they are not conscious of their limited vision. I envy the nurserymen whose fathers were nurserymen—they had a taste of this training with which to start.

It is in the **beginning** of his business career that a man needs as much as possible, of such knowledge and training as a college could give—otherwise obtainable only much later along in life, and with what consequence?—lower pay for his work, not for himself alone, but for those who work under him and what in turn, is the consequence of that condition in our industry? The consequence is similar to that in other poorly paid callings. The **brightest and ablest** young men as a rule are not attracted to come into our industry and thousands of dollars worth of good-will of old established firms are allowed to evaporate for lack of trained men to take hold and carry on.

Would college training help? Yes and no; if a good training, yes; if not, I would rather take my three years in one or several nursery firms and endeavor to get insight into the best methods under the tutelage of our best propagators, preferably near a well stocked aboretum and a good library. The demand for a better training than this is not quickly and easily met. For, I dare say, college courses do not come ready made. Would not Dr. Bailey probably tell your committee that it requires almost as much time to build up a good course of training for the nursery profession in a college as it takes time to build up a new nursery business? Have you the **right** books on the subject—have you men **trained** ready to **teach** the best in subject matter and practices, have you the laboratory and materials with which to work?

All this can be done and should be done, and nurserymen should promote the enterprise.

We need not fear the competition resulting, we should welcome the leadership; the leaders in this industry, as in others, if it is to take its rightful place in the world, just ahead, will need such training as I suppose is not to be had outside a college or university.

Another point: though some of the qualities needed in the fine type of men who make up our industry, are such as we cannot expect the colleges to supply, there is

(Continued on page 48)

Landscape Art

"Terribly Ignorant"

If in the mind of a single nurseryman there is still a lingering doubt that a campaign is needed to educate the public to the use of nursery stock—the direct object of the the Nurserymen's Market Development Plan—let him read the following introduction to a series of articles now running in the Rural New Yorker under the heading, "Beautifying the Home Surroundings."

"The plea of 'A Plain Farm Woman,' on page 1001, for vines and morning-glories at the windows, and the whole yard polka-dotted with flowers and shrubs, has set me to thinking of the great transformation a few flowers would make around the homes of many farmers, or probably the majority of farm homes. In driving through the country and noting the absence of effort to add a little beauty to the home by flowers or shrubs well placed, on so many farms, one oftentimes wonders at the cause, and it has occurred to me that probably part of it is due to the very reason that H. S. K. W. gives: that she is terribly ignorant regarding flowers and vines. I suppose one sometimes loses sight of the lack of facilities in such matters in the environment of others, when one has so many opportunities for observation and experiment as we naturally have owing to our working with flowers throughout the entire season."

Self Explanatory

Charles Lathrop Pack,

Pres't, National War Garden Commission,
Washington, D. C.

In our Sunday Ledger yesterday, on the "Gardener's Page" was a very interesting article under the heading "Suggests Home Garden Holiday," and containing the main part of your address before the School Garden Association of America. Your suggestion that an annual holiday be declared to open the home garden drive is a most excellent one, and we believe will be taken up in all parts of the country. In this connection we would like to offer the suggestion that in connection with the home garden movement the cultivation of flowers and fruits be included with the growing of vegetables, as a flowerless and fruitless home is far from an ideal habitation.

The "cottage gardens" of the old world are one of the chief attractions to visitors, and people come from all over the world to see these wonderful gardens. There is no reason why the cottage homes of America should not be equally beautiful, and if we have a nation of beautiful homes we will have a much more beautiful and fruitful America than we have now.

A recent article in the Saturday Evening Post by Wm. H. Hamby on "The Commercial Club in Our Town," emphasized this point in a most interesting manner. Mr. Hamby stated that the Commercial Clubs throughout the country, while standing for 98% of material results usually overlooked the commercial value of the aesthetic. That a town must not only be a good place to live in, but must also look like a good place in which to live. That if a town presents an untidy, unkempt appearance it is a positive detriment to the town; that the stranger who sees it from afar off, even from the car window, does not stop unless he is compelled to, and then gets away on the first train. Many of our towns do not seem to realize that "Beauty is Wealth," and that they should "raise a plenty of it and be rich." Unsightliness is a national failing and steps should be taken to wake up our people to the "material value of the aesthetic." The culture of flowers could be taught along with that of vegetables, and there is a certainly a great fascination for children in growing such beautiful things, and adds greatly to the interest of gardening.

The American Association of Nurserymen

AVENUE OF TREES FORM FALLEN HEROES MEMORIAL

The planting of trees as memorials to soldiers who gave their lives in the war has been adopted in other countries as well as the United States, where the plan is advocated by the Secretary of Agriculture.

The principal of the Ardlethan public school, New South Wales, has written to the Australian Forestry Journal that in August, 1917, an avenue was laid out in the school playground and a tree was planted for each Ardlethan soldier, an oxidized copper plate being attached to each tree with a record of the name, rank, and community of each man. At the entrance to the playground trees were planted for soldiers who

had fallen; then came those in honor of former pupils of the school, and finally those for others who enlisted locally. In this way an avenue of 125 trees has been made to form a complete roll of honor which will stand for centuries. The ground was prepared by the school pupils, but the trees were planted by relatives or friends of the soldiers honored.

The Queensland correspondent of the Australian recently recorded the planting of 30,000 trees in Anzac Park at the expense of a public-spirited citizen, 16,000 of them being in memory of soldiers who had died in the war.

GOOD BOOKS ON LANDSCAPE GARDENING

THE subject of landscape gardening is of increasing interest to the Nursery Trade. Calls for books on the subject have been constant and we are pleased to be able to announce that we can supply the leading works on the subject, books which should be in the library of every nursery concern doing a general ornamental stock business.

There are numerous pretentious works of elaborate design; but for practical commercial purposes the books which we list in every issue of the *American Nurseryman* will be found best adapted to working conditions. Probably the most pretentious of these is

The Art of Landscape Architecture: By Samuel Parsons, Fellow of the American Society of Landscape Architects. This work should be studied as the foundation for further investigation of the subject. It is in every way to be recommended to the nurseryman. A standard work. Price: postpaid, \$3.80.

Landscape Gardening: By Samuel T. Maynard; pp 396; 189 figures, including full-page half-tone engravings. Landscape Gardening and Home Ornamentation; Ornamenting New Homes; Preparation of the Ground; Trees, Shrubs, Hedges, Hardy Climbers, Walks and Drives; Renovating and Improving Old Homes; Country Roads and Roadside Improvements; Parks, Public Squares, School Yards, etc.; Varieties of Trees and Plants. Price: postpaid, \$1.65.

The Small Place: By Elsa Rehmann; pp. 164; Illustrations, mostly full page. Discussion of definite problems in landscape architecture, selections from the work of leading landscape architects, the majority of them members of the American Society of Landscape Architects. The author has made an intensive study of the small place from the point of view of the landscape architect. She is the daughter of Carl F.

are about to embark on a promotion and publicity campaign for "A More Beautiful and Fruitful America," and we feel confident that their efforts will have your most hearty co-operation and support.

One of the best books on this subject is C. S. Harrison's book, "The Gold Mine in the Front Yard and How To Work It," and while more or less of a nursery book, still Mr. Harrison's arguments and pleas for the refining influence of flowers in and around the home are presented in a very interesting and attractive manner.

Wishing you every success in your worthy undertaking, and trusting that you will be pleased to give the nurserymen of the country the benefit of any further suggestions and assistance along this line, we remain,

Yours very truly,

MITCHELL NURSERY COMPANY,

M. G. Mitchell, Sec'y.

Tacoma, Wash.

Rehmann, architect, has studied and worked on large gardens and rich estates, taking unusual pleasure in the opportunities for landscape development that they offer; but the small place still retains its fascination, for its possibilities, which are generally overlooked, are infinite, and its limitations which are considered as drawbacks ought to be the very means of its making. Price: postpaid, \$2.65.

Hints on Landscape Gardening: By Prince von Puckler-Muskau; pp. 196; with Illustration and Maps. A book for the student of large estates, cemeteries, parks, etc. Translated by Bernhard Sickert and edited by Samuel Parsons, bearing the stamp of the American Society of Landscape Architects. A standard work. Price: postpaid, \$3.65.

Ornamental Gardening for Americans: By Elias A. Long; pp. 300, Illustrated. A book dating back in issue to 1884; a treatise on beautifying homes, rural districts and cemeteries. Price: postpaid, \$1.90.

Landscape Gardening: By F. A. Waugh; pp. 152; illustrated. On the general principles governing outdoor art. Price: postpaid, 90c.

Plants and Landscape Planting: By Albert D. Taylor; pp. 51. Just lists of plants, classified for locations; a valuable little guide. Price: postpaid, 85c.

Modern Park Cemeteries: By Howard Evarts Weed, landscape architect; pp. 145; illustrated; containing chapters on general construction work and landscape development.

Natural Style in Landscape Gardening: By F. A. Waugh. Price: postpaid, \$2.65.

Outdoor Theaters: By F. A. Waugh. Price: postpaid, \$2.65.

An amusing article is that in a recent issue of the *Florists' Exchange* entitled "A Bombshell That Failed to Explode," based upon a statement signed by E. H. Wilson of the Arnold Arboretum (sic) who of all men ought to be in sympathy with efforts to protect American horticulture. We wonder what the attitude of the Arboretum officials is on the quarantine; we presume Mr. Wilson does not assume to speak for the institution. As to the bombshell, the only one that has been in evidence is the one which was placed under the quarantine by the importers previous to June 1st. That is the one which "failed to explode," to any purpose.

The committee in charge of the convention of the International Apple Shippers' Association, which will be held at Milwaukee, Wis., August 12-15, is making elaborate preparations for the entertainment of the delegates and guests, among whom it is expected there will be visitors from every state in the Union and many from Canada, England, Scotland and several from Scandinavia.

Where to get Young Stock—see page 39 of this issue.

The National Association

Executive Committee Announcement

The splendid work for the Nurserymen of America that Counsellor Curtis Nye Smith performed in 1918, when, with the help of ex-President Mayhew, he kept the embargos off of nursery stock thus permitting the nurserymen to ship their products at a time when almost every other commodity was restricted, is a performance that entitles Mr. Smith to the Nurserymen's lasting gratitude. With embargo troubles cleared away, now that the war is past, and with the quarantine Act No. 37 enforced, there seemed to be less need for Attorney Smith's services this year than formerly, hence the Executive Committee in Chicago released him.

The Credit and Collection Bureau, which he has so successfully conducted, will be provided for as soon as arrangements can be completed.

The unexpected action of the Nurserymen in taking over the Market Development Movement as a department of the National Association certainly placed a responsibility upon that Association for the management of this bureau which it had not before had to assume.

The Convention in Chicago also went on record as seeking the aid of the Federal Government in securing crop reports upon which Nurserymen might more intelligently propagate and plant out their stock. Legislative matters in general have to be looked after, and these it was felt could be looked after by an executive secretary, capable of managing the affairs of the Association and the Market Development Movement as well as developing new activities for the Association, and merging those of kindred associations thus centralizing so far as possible the nursery interests of America.

It became known in Chicago that Mr. John Watson had severed his connection with the Princeton Nurseries and accordingly the Executive Committee sought him for the position of executive secretary to give his entire time to the affairs of the Association. It was thought that he could watch legislation for us in Washington and when necessary appear before the right authorities there, also that he could strengthen our relations with the Agricultural Department which, it must be admitted, have as result of quarantine order number 37 become estranged. The Market Development Movement from its inception has had Mr. Watson's support and help in its management at every turn. It was thought that there is not another man in the entire membership as well acquainted with the Nurserymen of America, their requirements and personalities.

Therefore, the Executive Committee requested Mr. Watson to consider the proposition to become executive secretary of this Association. Mr. Watson had other business opportunities and these he is considering as well as that offered to him by the Executive Committee. Mr. Watson has a little while longer to give a decision, but it is very earnestly hoped that he will accept this responsibility and serve the nursery industry of America of which he is himself such a prominent personage. The Executive Committee has not desired to hurry Mr. Watson in his decision; pending that decision their work of organization has been largely suspended, as so much depends upon the acceptance of Mr. Watson. If he ac-

cepts, the duties now falling upon the Legislative Committee, the President and other officers of the Association will in large degree be delegated to the Executive Secretary. Should Mr. Watson decline, then other arrangements will have to be made for the Credit and Collection Bureau, Legislative matters and other problems that the Association attends to.

The officers of the Association expect that before another issue of the *American Nurseryman* they will have a definite announcement to make about the Executive Secretary and the arrangements for carrying on the work of the Association.

In the meantime, Mr. Chas. Sizemore, Louisiana, Missouri, will attend to secretarial affairs as he did a year ago. It is intended to retain Mr. Sizemore to carry on the Traffic Bureau which he so successfully handled for us a year ago. Hence, the engagement of Mr. Watson would not in any way affect Mr. Sizemore's position, excepting that some of the duties he is now performing would be taken over by the Executive Secretary.

EXECUTIVE COMMITTEE A. A. N.

A MATTER OF POLICY

Conventions come and go, carrying with them opportunities which may prove to mean much to nurserymen. The American Association will not meet again until June 1920. Meantime forces are at work which may require corrective measures in the absence of preventive measures which the convention opportunities seemed to indicate. Read this, from the July issue of the *Rural New Yorker* which has upward of 165,000 readers, most of whom are planters or prospective planters of nursery stock:

"Every week we get several complaints about 'misfit' trees. These trees are bought from agents or nurserymen as yearlings or two-year-olds and are supposed to be of certain standard varieties. They are cared for and make good growth until, when they come into bearing, the owner finds that he has been spraying, pruning and cultivating some common or worthless thing. If there is ever hot anger in a man's heart it comes when a block of trees which he supposed were McIntosh or Jonathan prove by their fruit that they are Ben Davis or some worthless seedling. The writer will confess publicly that the nearest he ever came to a desire to commit murder was when he discovered that a block of cherished 'McIntosh' was only a small, brown, worthless variety which even the United States Pomologist could not name. That was before we learned the best remedy, which is to know your young trees and fire the misfits and drones before you spend your years upon them. The man who lives in his orchard, as he should, can tell a McIntosh, a Sutton, a Wealthy or a Baldwin by the shape and foliage. They are as distant in these respects, to the practiced eye, as are Jersey, Holstein or Ayrshire cattle, and no true fruit grower should ever let a misfit get by him to fruiting. Of course, with the peach it is not possible to be sure. The great trouble comes to the smaller grower or beginner who cannot be expected to distinguish varieties. The work

of helping him out would seem to be a fair job for the county farm bureau agent. During the past few years there has been more complaint than ever before over these 'misfits.' We understand that in several localities plans are being made to start co-operative nurseries so that expert budders and grafters can be trained to produce the trees needed in the community. In California something of this has been worked out in selecting buds from the finest bearing trees for propagation. The nurserymen must expect to face this form of competition if this 'misfitting' goes on."

Is it necessary to await the building up by communities of "co-operative nurseries" established in self-defense, before organized nurserymen will act? It may be already too late if some enterprising community starts on this line and its success should prove contagious!

The officers of the A. A. N. have repeatedly asked to have the desires of the membership, declaring that they are the servants of the Association ready to put into operation what the members want done. The obvious inquiry is: What is the desire of the membership? Is the subject worthy of discussion?

In Reminiscent Mood

In the twilight of the Chicago convention, when the heat and rush of business was over, the Association fell under the spell of a delightful reminiscent mood into which it was led by the veteran and beloved dean of the Texas group, John S. Kerr, who rose and said that it was particular joy for him to attend these annual conventions the advantages of which are so many that he would not attempt to particularize. "It is just the spirit of the times, the age at which men come together with whom I like to associate. You go ahead and do things; the man who has nothing but hot air to offer had better step aside. I am reminded of so many things in connection with our vocation. Boston has demonstrated that it costs more to feed the eye than the stomach. We have not yet reached the height of aestheticism in Texas. Some time ago I had occasion to travel in West Texas and when passing a cattle ranch I was invited to 'get down and come in.' I noted that the surroundings were indicative of cattle, not flowers, though there were ten acres of vegetables. I suggested the advisability of planting some flowers to brighten up the surroundings. The proprietor of the place said: 'Well, we don't see any use for them; cattle won't eat 'em.' The next time I saw him was in Colorado; then in Fort Worth, Tex., where he had established his home. His daughter had been in Bryn Mawr seminary and when she came home she asked for flowers. He let a contract for \$3,000 to improve the place in Fort Worth. Today contracts are being made with wealthy cattle men and oil men, amounting to \$1000 to \$5,000, for landscape work and flowers which cattle won't eat!

"Since the American Association met in Dallas in 1906 we have made great advancement. We now have parks of which we are not ashamed. We are now shipping carloads of evergreens valued at from \$25 to \$50 per tree. We're following right along the line of general improvement all over the country. We've developed our native flora in Texas to an extent of which we are proud. Our state is best and biggest and

(Continued on page 48)

To Landscape Men and Nurserymen

You will miss something if you don't take advantage of my popular priced landscape photograph service. I give name and number of plants with a good number of the views. **WRITE FOR SAMPLES.**

B. F. CONIGISKY,

416 N. Jefferson St., PEORIA, ILL.

Special for Fall

Cornus Elegantissima, 2-3 and 3-4 ft.
Also **Shrubs and Herbaceous Plants** in good assortment.

T. R. NORMAN, Painesville, Ohio

Sale Promotion By Mail

HOW TO SELL AND HOW TO ADVERTISE

Includes instructions on compiling a mailing list; follow-up letters; collections by mail; turning inquiries into sales; organizing and systematizing an advertising department; the promoting department, etc. Pages, 359.

Price, postpaid, \$2.15

American Fruits Publishing Co., Inc.

39 State St., ROCHESTER, N. Y.



GROWERS OF Grape Vines

Also
CURRENTS
GOOSEBERRIES
BLACKBERRIES
RASPBERRIES
STRAWBERRIES

Write for price list

T. S. HUBBARD CO.
FREDONIA, N. Y.

If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month

American Nursery Trade Bulletin

Nut Trees

Wholesale and Retail

Budded and Grafted Trees

Transplanted stocks, Pecans,
English and Black Walnut,
Shagbarks and Hybrids,
Filberts, Etc.

J. F. JONES, The Nut Specialist

Box N.

Lancaster, Pa.

Modern advertising has elevated the standard of business ethics. It conserves trade, extends business, creates good will; it protects and fosters legitimate enterprise.

ORNAMENTAL TREES AND SHRUBS

"Bay State Quality"

Largest assortment in New England. Evergreen and deciduous trees. Sturdy, choice stock that can be depended upon. Send for Trade List.

Finest of Shrubs. Hardy native and hybrid Rhododendrons — transplanted and acclimated. Strong field-grown Perennials in great variety.

THE BAY STATE NURSERIES

NORTH ABINGTON, MASS.

HAVE SOLD OUT ON GRAPE VINES

Will have nothing to offer for this Spring's delivery; but I intend to be prepared to offer for the Fall of 1919 and Spring of 1920 one-year vines, which will be principally

Moore's Early and Concord

Fairfield Nurseries

(CHAS. M. PETERS)

SALISBURY,

MD.

WE CAN PRINT

your Price Lists, Catalogues and other Commercial Publicity Matter. Let us submit an estimate.

Western New York Publishing Co.,

THE HORTICULTURAL PRESS

39 State St., ROCHESTER, N. Y.

SELL MORE GOODS

Harness that force, cultivate that faculty of persuasion which lies dormant in all men, and train your magnetic qualities for use in your daily work. Read "How to Develop Power and Personality in Speaking," Grenville Kleiser's new book, and learn to close your deals on the spot by making your talk count. Thus you will gain access to a prolific field of new business, and will take larger and fuller orders from your established trade.

Price \$1.25 net; by mail, \$1.40.

AMERICAN FRUITS PUBLISHING CO.

39 State St., Rochester, N. Y.

Twice-a-month

Nursery Trade Publicity

On the 1st and the 15th

AMERICAN NURSERYMAN

NURSERY TRADE BULLETIN

THIS CIDER PRESS MEANS INCREASED APPLE PROFITS

A Farquhar Hydraulic Cider Press will turn your culls into good selling cider. You can also make money pressing for your neighbors. Our high pressure construction gets all the juice from the apples with minimum power. Presses in sizes from 15 to 450 barrels a day. New Catalogue giving full particulars free on request.

A. B. Farquhar Co., Ltd., Box 176, York, Pa.
We also make Engines and Boilers, Saw Mills, Thrashers, etc.

Say you saw it in AMERICAN NURSERYMAN

The Art of Landscape Architecture

By SAMUEL PARSONS

Fellow of the American Society of Landscape Architects; author of "Landscape Gardening," etc.

An octavo volume of 347 pages with 57 illustrations, setting forth the underlying principles of landscape gardening. The chapters consider lawns, plantations, roads, paths, grading, rocks, water, islands, location of buildings, laying out of grounds, scope and extent of estates, maintenance, gardens and parks.

Price \$2.80

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When writing to advertisers just mention American Nurseryman.

CLINCH MORE and BIGGER SALES

by developing your "selling personality." Here's the helpful, inspiring book to show you how. **Successful Selling**, by E. Leichter. It gives you the secrets of order-getting salesmanship; explains how to select the right approach, presentation and closing for each individual prospect. It will help you make of yourself a commanding salesman. Handy size for your pocket, 66 cents postpaid.

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A National Trade Journal For Nursery Growers and Dealers.

\$1.50 per year; Canada, abroad, \$2.00

Advertising rate: \$2.10 per inch.

Three years' subscription \$3.50

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American Nursery Trade Bulletin (Mo.)

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Only National Publication Devoted to Nut Culture of All Kinds

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These are the Standard Publications of the kind. Based upon 26 years' experience in the Horticultural Field. Endorsed by leading authorities everywhere. Absolutely independent. Address

American Fruits Publishing Co., Inc

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"Nurserymen ought to be free to discuss trade topics not only as they come up in annual conventions, but throughout the year in the trade journals."—J. H. Dayton Storrs & Harrison Co., Painesville, O.

French Seedlings

and Ornamental Stocks

New prices are ready; consult with my Sole Agent, John Watson, Newark, New York, for prices and importing expenses.

Angers,

F. DELAUNAY

France

SCARFF'S NURSERY SMALL FRUIT PLANTS

1200 Acres "At it 25 Years" HEADQUARTERS FOR

Blackberries: Gooseberries: Rhubarb: Hardwood Cuttings: Butterfly Bush
Raspberries: Currants: Privet: Horseradish: Spiraea
Strawberries: Dewberries: Grape Vines: Asparagus: Highberry

100000 transplanted Raspberry, Blackberry and Dewberry plants for retail trade. See whole sale list before placing your order

NEW CARLISLE,

W. N. SCARFF & SON

OHIO

National Association

In Reminiscent Mood

(Continued from page 46)

we've given you an illustration of her kind of people in your president, Mr. Mayhew. I have been astonished by the progress made by this Association. When it has fully taken over and put into operation the Market Development Movement we shall all be still prouder of our organization.

"I do not know whether I shall meet with you next year or not. My wife told me this year that I should not attempt to make so long a journey; that I should let the younger men take the reins now. 'Why,' said she, 'you'll get run over crossing the streets in that big town up there.' But I told her I must go; and I wouldn't have missed it."

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I have felt that nurserymen generally would be glad to know what is thus far being done in this matter and I might say in addition that the Interstate Commission at Washington has been appealed to for further information concerning this investigation.

J. EDWARD MOON,
President, American Association
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The employees of Joseph Breck & Son and of the Breck Robinson Nursery Co., held their annual picnic this year on the estate of Mrs. C. Van Brunt, Readville, Mass., on July 12. There were over 100 in the party, which went in automobiles.

When writing to advertisers just mention American Nurseryman.

PACIFIC COAST ASSOCIATION OF NURSERYMEN

This organization at its annual convention in Portland, Ore., on July 10th indorsed Quarantine order 37, the members indicating their opinion that the time was now at hand when the trade should begin growing its product and no longer depend on foreign sources of supply.

The matter of educating the public to ornamentation and landscaping was another matter discussed and a committee was appointed to co-operate with the Oregon Agricultural College to this end.

The shortage of stock existing and the possibility of securing a supply sufficient for requirements, and the question of higher prices, were the text of the reports of several committees. It was contended that the demand on the coast has more than

doubled and that dealers cannot begin to supply present needs.

A woman was elected president of the Association, Mrs. R. Day, of Spokane, Wash., well known as manager of the Overman Nursery in that city. C. A. Tonneson, Tacoma, Wash., was re-elected secretary-treasurer, and vice-presidents were selected as follows: Fred W. Day, Yakima, Wash.; A. Brownell, Portland, Ore.; M. R. Jackson, Fresno, Calif.; C. A. T. Atwood, British Columbia; C. T. Hawkes, Caldwell, Ida., and B. H. Bower, Provo, Utah. Spokane, Wash., was chosen as the place of the 1920 convention.

The visitors were entertained at luncheon by H. A. Lewis of the Russellville Nurseries, after which there was a trip to Laurelhurst to inspect the evergreens, and later a visit to the pansy gardens of E. J. Steele.

Practical Thoughts

(Continued from page 44)

one quality, not horticultural, that a few of us still need; in which the colleges give excellent training and that is, a right hearty readiness to co-operate, to pull together with a will in each worth while joint enterprise.

ROBERT PYLE.

West Chester, Pa.

July 29, 1919.

A SHINING LIGHT

Every argument made by the American Nurseryman in the matter of Quarantine 37 is being indorsed by the business announcements of Nurserymen from coast to coast.

One of the latest is the advertisement of Jackson & Perkins Company, Newark, N. Y., in this issue. As an illuminating comment upon the lugubrious attitude we were obliged to combat it is a Shining Guide Board pointing to the importance of being thankful for Things As They Are.

Florists' Exchange please copy.

Prizes for Nurserymen—The American Association of Nurserymen offers a prize of \$100 for a slogan for Market Development. The president of the American Peony Society, L. R. Bonnewitz, offered a prize of \$100 for a yellow peony. Competition is open during the present and the five following years. The prize is offered under the name of the Harrison Memorial Prize.

Los Angeles is to be the home of the Goodyear Tire and Rubber Co., of California and the Pacific Cotton Mills Co. The former is to have a \$20,000,000 factory and the latter a factory to cost \$5,000,000 on 480 acres of adjoining land in what is to be known as Goodyear Park. Some of the best landscape architects of the country will supervise the improvement of the grounds and 800 homes will be built.

Both plants will be constructed on plans that provide for expansion to four times the initial capacity.

Fruit growers of Washington and Benton counties, Arkansas, met recently to inspect orchards. Those present included: J. C. Futrell, president of the University of Arkansas; A. Boles, horticulturist of the Frisco railroad; J. R. Cooper, horticulturist of the University of Arkansas; Dwight Isely, government entomologist; W. C. Lasseter, director and extension division of the University of Arkansas; James Hughes of the American Refrigerator Transit Company; W. Z. Batjer, Rogers; J. W. Stroud, secretary of the Ozark Fruit Growers' Association, and Will Sweet, Siloam Springs.

Henry B. Chase, president of the Chase Nursery Co., Chase, Ala., says: "We feel optimistic over the outlook for next season."

What Nurserymen Should Know—Now and then we hear from someone who thinks all farming is done "out West." Such people regard Eastern farming as small business. The fact is that some of our Eastern sections can show specimens of the best farming in the world, not only in crop production but in value of product. For many years Lancaster Co., Pa., has stood at the head of all counties in total value of all crops and in live stock. In 1910 there were 58 counties in the country showing a total yearly crop value of \$6,000,000 or more. Of these, 14 counties were located in the Eastern states. There were eight in New York, one in Maine, one in Connecticut, one in Massachusetts and three in Pennsylvania. In the great Central West there were 13—12 in Illinois and one in Iowa. No other county in the great Mississippi Valley reached the \$6,000,000 mark. The Western counties are as a rule much larger than those in the Eastern states, so that the value of crop production per acre would be considerably larger in the latter. There are 11 counties in New York which produced greater value in farm crops in 1910 than any county in Ohio, Michigan, Indiana, Minnesota, Wisconsin or Kansas. These things are not generally known, yet they are true, and much more could be given to show that some of the best farming in the world is being done on the oldest land in America.

Baby Ramblers—The annual meeting of the Baby Ramblers was held at the Hotel Sherman in Chicago, June 25th; these officers were elected: President, B. J. Manahan; Treasurer, Hort Bowden. The following members were elected to membership: C. Stewart Perkins, Newark, N. Y.; Wm. F. Masten, Newark, N. Y.; F. Burnett Kelley, Princeton, N. J.; James West, Perry, Ohio; Clarence Lear, West Chester, Pa.; Wm. Flemer Foulk, Flushing, N. Y.; Lewis Bryant, Princeton, Ill.; Frank Fields, Shenandoah, Iowa.

Charles A. Chambers, formerly secretary of the Fresno Nursery Co., has opened an automobile supply store in Los Angeles, specializing in tires.

J. R. Milligan has purchased an interest in the Pioneer Nurseries at Monrovia, Cal., and taken over their active management. This is one of the oldest establishments of its kind in Southern California.

Hal S. Kruckeberg has opened a nursery at the junction of Santa Monica Boulevard and Bronson Ave., Los Angeles, Cal. He will specialize in trees, shrubs, and plants, giving personal attention to garden making and landscape work.

Parts of Maine, New Hampshire, Massachusetts, Rhode Island, and Connecticut have been quarantined by the Federal Horticultural Board because of existence of the gipsy moth and the brown-tail moth. Special inspection and certification of nursery stock shipped from this territory is required.

Where to get Young Stock—see page 39 of this issue.

Cost Accounting

Are You Making a Profit?

"Are you making a profit? You may think you are, but you'd better keep a wary eye on those insidious half-cent leaks whose effect is out of all proportion to their apparent importance."

In this manner is introduced an illuminating article by F. C. Belser in the July issue of the Nation's Business, the official journal of the Chamber of Commerce of the United States. He continues: "A business may show a profit as a whole and yet it may not necessarily follow that profits have been earned on each item of goods sold. The result can only mean, in the long run, the loss of the profitable business to competitors and the retention of the unprofitable business which no one else wants. Cutting of prices, resulting in keen competition, is generally the direct result of erroneous cost figures."

In recent years it has come to be recognized that one of the most important activities of trade associations is to promote interest in accurate methods of accounting and to aid every member of the association with the installation of such systems. Thus, what is specially prohibited by the Sherman law, viz., the fixing of prices by agreement, is practically accomplished without effort and without direct design merely by making certain that every member of an industry knows his true costs, and then relying upon every individual to follow self-interest and fix prices based on sound economic principles.

"In speaking of the advantages of accurate knowledge of costs one is often met with the argument that the selling price is after all based on the market made by other sellers and that no individual can exercise any control over the price. This argument is, of course, childish, for in the long run the cost of production plus a profit must be recovered in any industry and the sooner the real cost is known the sooner will the price find its economic level. Moreover, the man who knows it first will be the one to profit by knowledge."

Do you know asks the membership committee of the California Association of Nurserymen, that with a world-wide period of reconstruction ahead the nursery industry will experience its greatest development on this Coast, and especially in California; conditions brought about by the late war (particularly international quarantine) making it feasible to produce much of the stuff heretofore imported from Europe; that to exploit this development the nurserymen must be organized, so as to standardize their products, establish good methods of salesmanship, sound credits, remunerative prices, and sane legislation?

The new gold medal roses at the recent show of the National Rose Society of England were Miriam, H. T., exhibited by Rev. J. H. Pemberton, Havering Atte Bower, Essex, and Mrs. C. V. Haworth, H. T., exhibited by Alex Dickson & Sons, Newtonards, Ireland.

Fredonia-Chautauqua District—Grape cuttings in this district are a light stand owing to the very dry weather since early June when cuttings are budding and need frequent showers.

MONEYMAKING Pecan Nursery and Grove

With stock of hogs and cattle and all equipment, in south Alabama, may be bought by party looking for something gilt-edged.

\$50,000 required to swing deal.

A. F., "American Nurseryman," Rochester, N. Y.

BRITISH OPINION LIKE OURS

That the thoughts of commercial plant and tree growers in Great Britain are running along the same lines as are those of their American cousins is shown by the observations of the editor of the Horticultural Trade Journal in the July 9th issue. These observations are directly in line with the plans of the Market Development Fund and with the proposition for training of young men in the nursery profession. The editor expresses these ideas thus:

"I believe there is every possibility for both the Trade and profession of Horticulture to cut out for itself a higher and altogether more imposing niche than it has ever occupied before."

"The Trade depends upon the public for its revenue, and the more the public can be induced to take an interest in Horticulture, the better it will be for the Trade."

"Another matter that demands the serious attention of the Trade is the reinforcement of the ranks of really skilled and clever craftsmen which, as in every other sphere, have been sadly drained whilst the normal influx of beginners has been arrested. Depleted stocks of trees, and plants cannot be replenished without skilled propagators, and the selection and improvement of seed-stocks demands the work of carefully trained hands."

The high figures commanded by prunes have resulted in an unprecedented rise in the value of prune orchards in the Santa Clara valley during the last three months. Scores of orchards are changing hands at prices ranging from \$1000 to \$1600 an acre, the purchasers counting upon getting back one-third of the purchase price this season from the crops. It may be that in time there will be similar results with apples if the big buying corporation recently formed progresses at the rate it has been going. All this ought to be good for nurserymen; for then bankers will turn to orcharding!

In a recent issue of the Newark, N. J., Evening News, Frederick W. Kelsey, New York city, well-known nurseryman, discusses questions which opponents of the League of Nations must answer as to an alternative if the treaty is not ratified. It is good for nurserymen to take an active part in affairs of state. It would be better if more of them were to step forward and show the world that nurserymen are very wide awake, active citizens and as such have positive views on many matters including those of legislation.

BEEMAN 1-Horse Tractor

It Plows, Cultivates, Harrows, Mows.

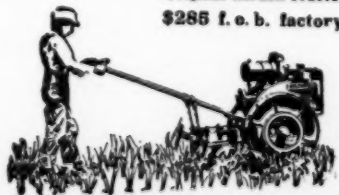
Does 1 horse work at 4 horse cost. Successfully operated by unskilled labor. Thousands of pleased users. Does not pack ground. Turns sharp corners, goes close to fence. Useful the year around. A 4 H. P. Engine runs cream separators, washing machines, pumps, etc. Write for interesting Book.

BEEMAN TRACTOR COMPANY.

354 Sixth Ave. South, MINNEAPOLIS, MINN

Original Garden Tractor

\$285 f. o. b. factory



Cultural Topics

Getting Down To Business—What the American Nurseryman prophesied is taken up also now by a writer in the Florists' Exchange who advocates getting busy in the matter of propagating rhododendrons in America. He says:

"To date there have been but meagre attempts made at raising hybrid rhododendrons in this country, the nurserymen depending solely on importations from Holland and England to supply the demand. From the standpoint of economy and quick returns, this undoubtedly was good business."

"Now, however, that Quarantine 37 has been put in force, home grown rhododendrons must come, for we cannot concede the loss of these plants in our gardens."

"Necessity is the mother of invention" and though it will take some years before rhododendron growing is put on a basis which may compare with that on which it rests in Europe, that result must eventually come. Capital, courage, conditions and cultural skill are the essentials needed to bring it about. These it is hoped and believed will be found 'somewhere in the U. S. A.' Seeds and scions there are in plenty. The stock we have in our native catawbiense and maximum."

Testing Hardy Fruit—The Northern Ontario Plant Breeding Station at the Industrial Farm, Fort William, carries on a useful line of work provided for under The Agricultural Instruction Act. Considerable new work was undertaken in 1918 and included, by plant breeding, the production of several varieties of strawberries especially suited for Northern Ontario.

Among the importations of nursery stock were specimens introduced from Asia. The tree fruits were increased by the planting of the Hibernian apple and Dartt crab to be used for top-working. Hybrid varieties of apples and plums raised in the nurseries of the prairie provinces and the northern states were introduced, as well as some promising Russian pears.

A shipment of Bacurjaney apple seedlings produced from seed secured in the Caucasus Mountains in Russia were set out. These are stated to be as hardy as the Pyrus baccata and much superior in size and quality.

The California trade is somewhat amused at the advices from Belgium stating that their nursery plants are exempt from injurious insects and disease, and asking that an expert be sent to Ghent to verify the statement and have the quarantine withdrawn. According to the Federal Board, there have been received from Belgium since 1912, 1306 infested shipments, involving 64 kinds of insects. Facts like these surely have a significance to our agricultural and horticultural industries.—Henry W. Kruckeberg, Secretary California Association of Nurserymen.

A monument to the first Rome Beauty apple tree was dedicated at Proctorville, O., on July 24th by the Ohio Horticultural Society. The tree was planted near Proctorville 102 years ago.

F. W. Kelsey, 150 Broadway, New York City, of the F. W. Kelsey Nursery Co., is a member of the New Jersey committee of Mr. Taft's league and an active worker.

Prof. J. G. Sanders, director of plant industry, Department of Agriculture, Harrisburg, P., has been made a collaborator of the Federal Horticultural Board. In the interest of investigations of plant diseases and injurious insects he is on a trip to the British Isles. He will return about September 1st. It is probable that he will visit the continent while abroad.

Help Wanted

Nurseryman capable of handling men. Knowledge of propagation not necessary. Permanent position and good wages to the right man. S. G. Harris, Tarrytown, N. Y.

National Association

In Reminiscent Mood

(Continued from page 46)

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The great fruit belt of Monmouth county, New Jersey, was visited under novel conditions by New Jersey and Pennsylvania farmers interested in getting a practical line on development last month under direction of Howard G. Taylor, of Riverton, secretary of the State Horticultural Society. The farmers made a two to three day auto tour and picnic through the rich agricultural sections, conducted by agricultural and horticultural experts who have been studying experiments of economic importance on many of the big farms.

The employees of Joseph Breck & Son and of the Breck Robinson Nursery Co., held their annual picnic this year on the estate of Mrs. C. Van Brunt, Readville, Mass., on July 12. There were over 100 in the party, which went in automobiles.

When writing to advertisers just mention American Nurseryman.

PACIFIC COAST ASSOCIATION OF NURSERYMEN

This organization at its annual convention in Portland, Ore., on July 10th indorsed Quarantine order 37, the members indicating their opinion that the time was now at hand when the trade should begin growing its product and no longer depend on foreign sources of supply.

The matter of educating the public to ornamentation and landscaping was another matter discussed and a committee was appointed to co-operate with the Oregon Agricultural College to this end.

The shortage of stock existing and the possibility of securing a supply sufficient for requirements, and the question of higher prices, were the text of the reports of several committees. It was contended that the demand on the coast has more than

doubled and that dealers cannot begin to supply present needs.

A woman was elected president of the Association, Mrs. R. Day, of Spokane, Wash., well known as manager of the Overman Nursery in that city. C. A. Tonneson, Tacoma, Wash., was re-elected secretary-treasurer, and vice-presidents were selected as follows: Fred W. Day, Yakima, Wash.; A. Brownell, Portland, Ore.; M. R. Jackson, Fresno, Calif.; C. A. T. Atwood, British Columbia; C. T. Hawkes, Caldwell, Ida., and B. H. Bower, Provo, Utah. Spokane, Wash., was chosen as the place of the 1920 convention.

The visitors were entertained at luncheon by H. A. Lewis of the Russellville Nurseries, after which there was a trip to Laurelhurst to inspect the evergreens, and later a visit to the pansy gardens of E. J. Steele.

Practical Thoughts

(Continued from page 44)

one quality, not horticultural, that a few of us still need; in which the colleges give excellent training and that is, a right hearty readiness to co-operate, to pull together with a will in each worth while joint enterprise.

ROBERT PYLE.

West Chester, Pa.

July 29, 1919.

A SHINING LIGHT

Every argument made by the American Nurseryman in the matter of Quarantine 37 is being indorsed by the business announcements of Nurserymen from coast to coast.

One of the latest is the advertisement of Jackson & Perkins Company, Newark, N. Y., in this issue. As an illuminating comment upon the lugubrious attitude we were obliged to combat it is a Shining Guide Board pointing to the importance of being thankful for Things As They Are.

Florists' Exchange please copy.

Prizes for Nurserymen—The American Association of Nurserymen offers a prize of \$100 for a slogan for Market Development. The president of the American Peony Society, L. R. Bonnewitz, offered a prize of \$100 for a yellow peony. Competition is open during the present and the five following years. The prize is offered under the name of the Harrison Memorial Prize.

Los Angeles is to be the home of the Goodyear Tire and Rubber Co., of California and the Pacific Cotton Mills Co. The former is to have a \$20,000,000 factory and the latter a factory to cost \$5,000,000 on 480 acres of adjoining land in what is to be known as Goodyear Park. Some of the best landscape architects of the country will supervise the improvement of the grounds and 800 homes will be built.

Both plants will be constructed on plans that provide for expansion to four times the initial capacity.

Fruit growers of Washington and Benton counties, Arkansas, met recently to inspect orchards. Those present included: J. C. Futrell, president of the University of Arkansas; A. Boles, horticulturist of the Frisco railroad; J. R. Cooper, horticulturist of the University of Arkansas; Dwight Isely, government entomologist; W. C. Lassetter, director and extension division of the University of Arkansas; James Hughes of the American Refrigerator Transit Company; W. Z. Batjer, Rogers; J. W. Stroud, secretary of the Ozark Fruit Growers' Association, and Will Sweet, Siloam Springs.

Henry B. Chase, president of the Chase Nursery Co., Chase, Ala., says: "I feel optimistic over the outlook for next season."

What Nurserymen Should Know—Now and then we hear from someone who thinks all farming is done "out West." Such people regard Eastern farming as small business. The fact is that some of our Eastern sections can show specimens of the best farming in the world, not only in crop production but in value of product. For many years Lancaster Co., Pa., has stood at the head of all counties in total value of all crops and in live stock. In 1910 there were 58 counties in the country showing a total yearly crop value of \$6,000,000 or more. Of these, 14 counties were located in the Eastern states. There were eight in New York, one in Maine, one in Connecticut, one in Massachusetts and three in Pennsylvania. In the great Central West there were 13—12 in Illinois and one in Iowa. No other county in the great Mississippi Valley reached the \$6,000,000 mark. The Western counties are as a rule much larger than those in the Eastern states, so that the value of crop production per acre would be considerably larger in the latter. There are 11 counties in New York which produced greater value in farm crops in 1910 than any county in Ohio, Michigan, Indiana, Minnesota, Wisconsin or Kansas. These things are not generally known, yet they are true, and much more could be given to show that some of the best farming in the world is being done on the oldest land in America.

Baby Ramblers—The annual meeting of the Baby Ramblers was held at the Hotel Sherman in Chicago, June 25th; these officers were elected: President, B. J. Manahan; Treasurer, Hort Bowden. The following members were elected to membership: C. Stewart Perkins, Newark, N. Y.; Wm. F. Masten, Newark, N. Y.; F. Burnett Kelley, Princeton, N. J.; James West, Perry, Ohio; Clarence Lear, West Chester, Pa.; Wm. Flemer Foulk, Flushing, N. Y.; Lewis Bryant, Princeton, Ill.; Frank Fields, Shenandoah, Iowa.

Charles A. Chambers, formerly secretary of the Fresno Nursery Co., has opened an automobile supply store in Los Angeles, specializing in tires.

J. R. Milligan has purchased an interest in the Pioneer Nurseries at Monrovia, Cal., and taken over their active management. This is one of the oldest establishments of its kind in Southern California.

Hal S. Kruckeberg has opened a nursery at the junction of Santa Monica Boulevard and Bronson Ave., Los Angeles, Cal. He will specialize in trees, shrubs, and plants, giving personal attention to garden making and landscape work.

Parts of Maine, New Hampshire, Massachusetts, Rhode Island, and Connecticut have been quarantined by the Federal Horticultural Board because of existence of the gipsy moth and the brown-tail moth. Special inspection and certification of nursery stock shipped from this territory is required.

Where to get Young Stock—see page 39 of this issue.

Cost Accounting

Are You Making a Profit?

"Are you making a profit? You may think you are, but you'd better keep a wary eye on those insidious half-cent leaks whose effect is out of all proportion to their apparent importance."

In this manner is introduced an illuminating article by F. C. Belser in the July issue of the Nation's Business, the official journal of the Chamber of Commerce of the United States. He continues: "A business may show a profit as a whole and yet it may not necessarily follow that profits have been earned on each item of goods sold. The result can only mean, in the long run, the loss of the profitable business to competitors and the retention of the unprofitable business which no one else wants. Cutting of prices, resulting in keen competition, is generally the direct result of erroneous cost figures."

In recent years it has come to be recognized that one of the most important activities of trade associations is to promote interest in accurate systems of accounting and to aid every member of the association with the installation of such systems. Thus, what is specially prohibited by the Sherman law, viz., the fixing of prices by agreement, is practically accomplished without effort and without direct design merely by making certain that every member of an industry knows his true costs, and then relying upon every individual to follow self-interest and fix prices based on sound economic principles.

"In speaking of the advantages of accurate knowledge of costs one is often met with the argument that the selling price is after all based on the market made by other sellers and that no individual can exercise any control over the price. This argument is, of course, childish, for in the long run the cost of production plus a profit must be recovered in any industry and the sooner the real cost is known the sooner will the price find its economic level. Moreover, the man who knows it first will be the one to profit by knowledge."

Do you know asks the membership committee of the California Association of Nurserymen, that with a world-wide period of reconstruction ahead the nursery industry will experience its greatest development on this Coast, and especially in California; conditions brought about by the late war (particularly international quarantine) making it feasible to produce much of the stuff heretofore imported from Europe; that to exploit this development the nurserymen must be organized, so as to standardize their products, establish good methods of salesmanship, sound credits, remunerative prices, and sane legislation?

The new gold medal roses at the recent show of the National Rose Society of England were Miriam, H. T., exhibited by Rev. J. H. Pemberton, Havering Atte Bower, Essex, and Mrs. C. V. Haworth, H. T., exhibited by Alex Dickson & Sons, Newtonards, Ireland.

Fredonia-Chautauqua District—Grape cuttings in this district are a light stand owing to the very dry weather since early June when cuttings are budding and need frequent showers.

MONEYMAKING

Pecan Nursery and Grove

With stock of hogs and cattle and all equipment, in south Alabama, may be bought by party looking for something gilt-edged.

\$50,000 required to swing deal.

A. F., "American Nurseryman," Rochester, N. Y.

BRITISH OPINION LIKE OURS

That the thoughts of commercial plant and tree growers in Great Britain are running along the same lines as are those of their American cousins is shown by the observations of the editor of the Horticultural Trade Journal in the July 9th issue. These observations are directly in line with the plans of the Market Development Fund and with the proposition for training of young men in the nursery profession. The editor expresses these ideas thus:

"I believe there is every possibility for both the Trade and profession of Horticulture to cut out for itself a higher and altogether more imposing niche than it has ever occupied before."

"The Trade depends upon the public for its revenue, and the more the public can be induced to take an interest in Horticulture, the better it will be for the Trade."

"Another matter that demands the serious attention of the Trade is the reinforcement of the ranks of really skilled and clever craftsmen which, as in every other sphere, have been sadly drained whilst the normal influx of beginners has been arrested. Depleted stocks of trees, and plants cannot be replenished without skilled propagators, and the selection and improvement of seed-stocks demands the work of carefully trained hands."

The high figures commanded by prunes have resulted in an unprecedented rise in the value of prune orchards in the Santa Clara valley during the last three months. Scores of orchards are changing hands at prices ranging from \$1000 to \$1600 an acre, the purchasers counting upon getting back one-third of the purchase price this season from the crops. It may be that in time there will be similar results with apples if the big buying corporation recently formed progresses at the rate it has been going. All this ought to be good for nurserymen; for then bankers will turn to orcharding!

In a recent issue of the Newark, N. J., Evening News, Frederick W. Kelsey, New York city, well-known nurseryman, discusses questions which opponents of the League of Nations must answer as to an alternative if the treaty is not ratified. It is good for nurserymen to take an active part in affairs of state. It would be better if more of them were to step forward and show the world that nurserymen are very wide awake, active citizens and as such have positive views on many matters including those of legislation.

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It Plows, Cultivates, Harrows, Mows.

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Original Garden Tractor

\$285 f. o. b. factory



Cultural Topics

Getting Down To Business—What the American Nurseryman prophesied is taken up also now by a writer in the Florists' Exchange who advocates getting busy in the matter of propagating rhododendrons in America. He says:

"To date there have been but meagre attempts made at raising hybrid rhododendrons in this country, the nurserymen depending solely on importations from Holland and England to supply the demand. From the standpoint of economy and quick returns, this undoubtedly was good business."

"Now, however, that Quarantine 37 has been put in force, home grown rhododendrons must come, for we cannot concede the loss of these plants in our gardens."

"Necessity is the mother of invention' and though it will take some years before rhododendron growing is put on a basis which may compare with that on which it rests in Europe, that result must eventually come. Capital, courage, conditions and cultural skill are the essentials needed to bring it about. These it is hoped and believed will be found 'somewhere in the U. S. A.' Seeds and scions there are in plenty. The stock we have in our native catwblense and maximum."

Testing Hardy Fruit—The Northern Ontario Plant Breeding Station at the Industrial Farm, Fort William, carries on a useful line of work provided for under The Agricultural Instruction Act. Considerable new work was undertaken in 1918 and included, by plant breeding, the production of several varieties of strawberries especially suited for Northern Ontario.

Among the importations of nursery stock were specimens introduced from Asia. The tree fruits were increased by the planting of the Hibernian apple and Dartt crab to be used for top-working. Hybrid varieties of apples and plums raised in the nurseries of the prairie provinces and the northern states were introduced, as well as some promising Russian pears.

A shipment of Bacurjaney apple seedlings produced from seed secured in the Caucasus Mountains in Russia were set out. These are stated to be as hardy as the Pyrus baccata and much superior in size and quality.

The California trade is somewhat amused at the advices from Belgium stating that their nursery plants are exempt from injurious insects and disease, and asking that an expert be sent to Ghent to verify the statement and have the quarantine withdrawn. According to the Federal Board, there have been received from Belgium since 1912, 1306 infested shipments, involving 64 kinds of insects. Facts like these surely have a significance to our agricultural and horticultural industries.—Henry W. Kruckeberg, Secretary California Association of Nurserymen.

A monument to the first Rome Beauty apple tree was dedicated at Proctorville, O., on July 24th by the Ohio Horticultural Society. The tree was planted near Proctorville 102 years ago.

F. W. Kelsey, 150 Broadway, New York City, of the F. W. Kelsey Nursery Co., is a member of the New Jersey committee of Mr. Taft's league and an active worker.

Prof. J. G. Sanders, director of plant industry, Department of Agriculture, Harrisburg, P., has been made a collaborator of the Federal Horticultural Board. In the interest of investigations of plant diseases and injurious insects he is on a trip to the British Isles. He will return about September 1st. It is probable that he will visit the continent while abroad.

Help Wanted

Nurseryman capable of handling men. Knowledge of propagation not necessary. Permanent position and good wages to the right man. S. G. Harris, Tarrytown, N. Y.

LITERATURE

Manual of Grape Growing: By Prof. U. P. Hedrick, Horticulturist of New York Agricultural Experiment Station. One of the Rural Manuals edited by Dr. L. H. Bailey. Cloth; 8vo., pp. 458; illustrated with 32 full page plates of varieties of grapes and 54 figures in the text. \$2.65 postpaid. New York: The Macmillan Company.

This is a complete popular book on grape-growing in North America. It discusses the practical questions of climatic limitations, choice of site, land and its preparation, fertilizing, tillage, planting, pruning, training and marketing. There is also a concise treatment of the diseases and the insects injurious to the grape. Special attention is given to descriptions of the leading commercial and amateur varieties. One section of the volume is devoted to the vinifera grape as grown in California.

Professor Hedrick has had long experience in the study of the grape in all its aspects and his work will be found to be a useful, up-to-date manual of propagation, manipulation, and the handling of the grape.

The book is the latest and most complete work on the subject. It should be in the library of every Nurseryman.

There have come to our desk in a quarter of a century many books and pamphlets treating of insect life as it relates to plant and tree growth; but we have just picked up a bulletin of the Tennessee State Board of Entomology by Prof. George M. Bentley, the well-known entomologist and executive officer of Tennessee nursery and fruit associations, which engrosses attention at once and is the best thing of the kind we know of—in short compass. Within its 32 pages is included a great amount of practical information. Our readers should procure a copy of this bulletin if possible. Its title, "Benefits to be derived from Observing, Collecting and Studying Insects" is borne out on every page and is admirably developed in this brief introduction:

It is with the hope that the reader may become interested in insect life, and may step aside from his duties from time to time to observe insects and study them in relation to man's interests, that this bulletin has been prepared. The day is gone when anyone can afford to pass off an insect with which he comes in contact by saying, "It's just a bug," and let it go at that. Life is too strenuous and these little creatures claim too important a part in our life-and-death struggle for us to treat them with such indifference.

"Every plant has its insect enemy, or, more correctly its insect lover, which feeds upon it, delights in its luxuriance, but makes short work.—It may be of leaves, it may be of flowers, it may be of fruit." Many insects, on the other hand, are man's best friends; producing commercial commodities obtained from no other source; acting as parasites to keep in check destructive insects; and pollinating the flowers of many plants and trees, by which means alone a harvest is made possible.

The importance of entomology, while not understood by the masses, has been recognized by the legislatures of almost all the states; and not only the general Government of the United States, but the government of individual commonwealths, are at the present time employing a number of carefully trained men and women whose business it is to ascertain the facts and instruct the people as to the best manner in which to ward off the attacks of the insect pests and to rear helpful parasites and beneficial insects.

The man of affairs should know that it is from some one or another of these our

little friends, that we get our honey, many kinds of wax, silk, ink, dyestuffs, medicines, counterirritants, shellac, and a host of commodities. The very structure of insects has offered suggestions to inventive genius, and we have the hammer, the saw, the file, the auger, the forceps, the hypodermic needle, the aeroplane, and many other useful devices. A man must have had at least an elementary knowledge of entomology in order to be able intelligently to read the many and timely articles that are appearing in our best magazines. The same can be said of the farmer, the fruitgrower, and the stockman, if he is to understand his agricultural papers, and be a man of the hour.

Among the numerous small manuals of landscape gardening the one published by A. D. Taylor, Cleveland, Ohio landscape architect, has particular value by reason of its special character. It is not a treatise on landscape gardening; it is simply a guide to lists of "Plants for Landscape Planting" which is its title. The writer has appreciated the need of the amateur gardener for a book of this kind. The expert gardener will not need it, but many nurserymen will find it of great value, if they have not made a thorough study of the subject. The aim of the book is simply to provide for the property owner and the student, in a compact form, the essential facts concerning the correct use of the more prominent species of trees, shrubs, vines and perennials. It answers at once the question, for instance: "What plants can I use for a specific purpose?" The table of contents starts off:

1. Plants for hedges.
2. Plants for ground cover.
3. Plants for border planting.
4. Plants valuable for specimen use and for accent purposes.
5. Plants for street and avenue planting.
6. Plants adapted to various types of soil conditions.
7. Plants for exposed lake front and river border conditions.
8. Plants for partially shaded and heavily shaded conditions.
9. Plants for undergrowth plantations in wooded areas.
10. Plants for heavy formal effects.

And so on to the number of 26 classifications, with sub-headings. It is a handy little book for every nurseryman. It can be procured from the American Fruits Pub. Co., 39 State St., Rochester, N. Y., at 50 cents per copy in paper cover; 75 cents in cloth cover.

Bulletin of Peony News, No. 8, has been issued by Secretary A. P. Saunders, Clinton, N. Y., of the American Peony Society under date of May 1919. Nurserymen are more and more becoming interested in peony culture, some of them reaping excellent returns from the cut blooms. In addition to matter relating to the business of the Society, varieties, shows, etc., there are articles by Secretary Saunders on "How to Hybridize Peonies;" and by William A. Peterson on "How to Make the Most Money Out of an Acre of Peonies." Membership in the Society is open to both professional and amateur growers. Dues are \$3.00 per year and there is an initiation fee of \$2.00. Four bulletins per year are issued.

The Bureau of Plant Industry of the United States Dept. of Agriculture is to undertake the revising of the unique dictionary published by Pritzl in the middle of the last century and long since out of print. It will have the co-operation of British botanists and horticulturists since the book is to be reissued and brought up to date under the auspices of the Royal Horticultural Society. The dictionary originally embraced every important picture or illustration of every known plant, giving reference to the books in which they might be found. The entries number about 100,000 and run down

to 1866. It is estimated that at least 125,000 additional entries will be incorporated in the new edition.

George C. Roeding's "Fruit Growers' Guide," his catalogue sells for one dollar. Reviews of it in the California press say it is worth it.

Southern Nurserymen

The annual meeting of the Southern Nurserymen's Association will be held at the Piedmont Hotel, Atlanta, August 20-21. The meeting will be called to order at 10 o'clock Wednesday morning, August 20th, by H. C. Caldwell, of Atlanta, the president. Vice-president, S. W. Crowell, Roseacres, Miss., and secretary and treasurer, O. Joe Howard, Pomona, N. C., will be present. The Association will be welcomed by James L. Key, Mayor of Atlanta. Response by Col. George W. Poague of Graysville, Tenn.

Among those who are scheduled for the program are Lloyd Stark, Louisiana, Mo.; J. R. Mayhew, Waxahachie, Tex.; Sigmund Tarnok, Augusta, Ga.; O. W. Fraser, Birmingham, Ala.; S. W. Crowell, Roseacres, Miss.; E. W. Chatten, Winchester, Tenn.; Harold H. Hume, Glen Saint Mary, Fla.; Harry Nicholson, Winchester, Tenn.; Henry B. Chase, Chase, Ala. Also A. C. Lewis, of Georgia, and G. C. Starcher, of Alabama, entomologists; C. A. Reed, nut culturist, Dept. of Agr., Washington, D. C.

The plant quarantine and Market Development Fund and other important issues will come up for thorough discussion and action. There will be a banquet at the Ansley Hotel for the members and guests on Wednesday.

Prospects are good for a fine meeting and good time.

The executive committee is composed of Charles T. Smith, Concord, Ga., chairman; H. C. Caldwell, Atlanta, Ga.; S. W. Crowell, Roseacres, Miss.; O. Joe Howard, Pomona, N. C.; C. A. Simpson, Monticello, Fla.

On the Death of A. K. Clingman

Mr. A. K. Clingman of Homer and Keithville, La., a veteran horticulturist and one of the foremost citizens of north Louisiana, departed this life at his home on June 2, 1919, after an illness of only a few moments, at the age of seventy years. The writers, having known this splendid man for many years, beg to offer the following resolution and to move its adoption by a rising vote:

Resolved, by American Association of Nurserymen in convention in the city of Chicago, this June 27th, 1919, receive with deepest sorrow the news of the death of our friend and co-worker, Mr. A. K. Clingman. That we recognize in Mr. Clingman's death the very great loss to horticulture, particularly in the southwest, and the further loss to the world of a man who served well the age in which he lived.

Resolved, further, that a copy of this resolution be printed in the annual year book of this Association, that a copy be furnished our trade journals, and copy be sent the bereaved family.

J. R. MAYHEW,
C. C. MAYHEW,
J. B. BAKER,
GEO. F. VERHALEN.

Mr. Howard, of Howard & Smith, Los Angeles, Cal., attended the annual rose show at Bagatelle, Paris, France, in June and was vice-president of the jury. The gold medal at this show was awarded to the rose Jean C. N. Forestier, a seedling of Perret Ducher, Lyon, France. The color, says Harry A. Bunyard, is a deep salmon shading to yellow. The bloom is full, with double petals, somewhat cupshaped, like Testout. It is somewhat of a new color, almost a so-called art shade. As for its possibilities as a rose for under glass experiments can only prove that, but for the rose garden it will prove a grand acquisition.



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We are pleased to offer for Fall

CHERRY 2 YEAR X X 1 inch up, also 3-4, 5-8 and lighter grades

CHERRY, One Year 11-16 up, 5-8 and 1-2 to 5-8

Our Blocks of Cherry are largest to be found in U. S.

We bud annually 500,000 Cherry, they are making splendid growth

Peach, One Year, all grades, leading Varieties

Plum, Japan and European, 1 and 2 year

APPLE, 2 Year, a few cars for late fall shipment

Grafted Hardy Northern Pecans

Car Lots a specialty. Also fair assortment of Ornamentals

We sell to THE TRADE only, and
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**OREGON CHAMPION GOOSEBERRY
PERFECTION CURRANT**

CLEAN COAST GROWN SEEDLINGS

We also have growing for fall delivery a large
assortment of general nursery stock, including
Fruit, Shade and Ornamental trees, Roses, Etc.

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Will make prices at the Convention

W. B. COLE,

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"Think it the best money we have
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IBOLIUM, the New Hybrid HARDY PRIVET (L. Iboeta x Ovalifolium) To be
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the trade from coast to coast." Former President E. S. Welch,
American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery
Trade Journalism. "The dean of Nursery Trade Journalists,
who, since June, 1893—a quarter of a century—has boosted
all the time for the interests of all the nurserymen."—Former
President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade
Journal as the AMERICAN NURSERYMAN you must act with
such knowledge as you have.

It is for this reason that we are glad to acquaint you with
this publication. It speaks for itself; but if you would have
corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot
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planters are inseparably connected
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NOTICE

To all American Nurserymen and Seedmen
desiring to keep in touch with commercial horti-
culture in England and the continent of Europe—
Your best means of doing this is to take in the

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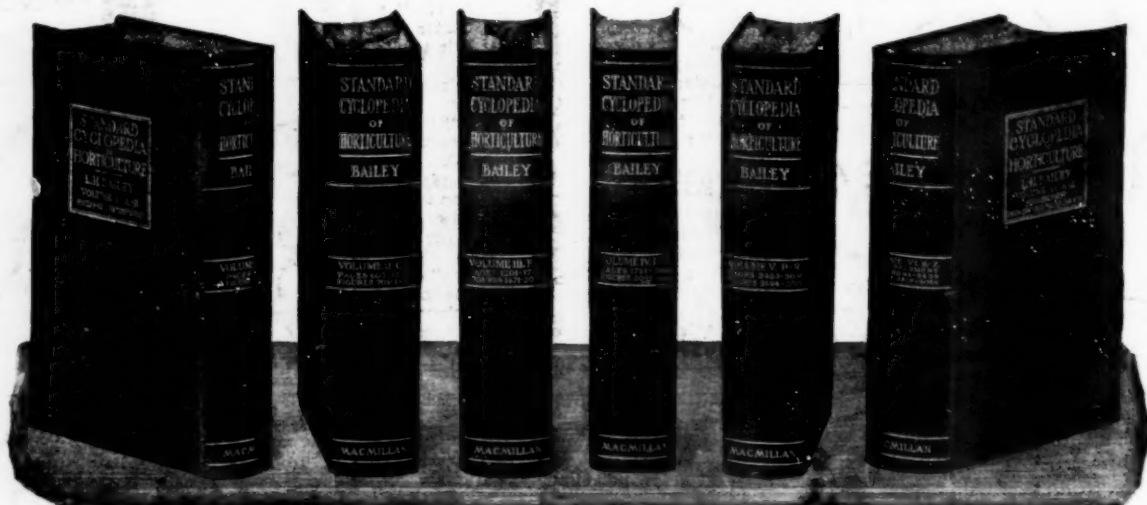
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